

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM629186

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
KJ Holding Corp.		02/16/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	King Juice Company, Inc.		
<b>Street Address:</b>	851 West Grange Avenue		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53221		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2716283		
<b>Registration Number:</b>	3130178	CALYPSO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142335000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	4142732100		
<b>Email:</b>	melissa.nace@huschblackwell.com		
<b>Correspondent Name:</b>	HUSCH BLACKWELL LLP		
<b>Address Line 1:</b>	511 North Broadway, Suite 1100		
<b>Address Line 2:</b>	Attn: Melissa Nace		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	535607-6		
<b>NAME OF SUBMITTER:</b>	Melissa Nace		
<b>SIGNATURE:</b>	/Melissa Nace/		
<b>DATE SIGNED:</b>	03/02/2021		
<b>Total Attachments: 3</b>			
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source=4828-6839-6255.1 Trademark Assignment Agreement#page3.tif			

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## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”) is effective as of February 16, 2021 (the “Effective Date”) by and between KJ Holding Corp, a Delaware corporation having a principal place of business at 851 West Grange Avenue, Milwaukee, Wisconsin 53221 (“**Assignor**”) and King Juice Company, Inc., a Wisconsin corporation having a principal place of business at 851 West Grange Avenue, Milwaukee, Wisconsin 53221 (“**Assignee**”).

WHEREAS, Assignor and Assignee are affiliated companies, and Assignor wishes to assign the Assigned Marks (as defined below) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Marks Assigned. Assignor agrees to assign all right, title, and interest in the trademarks listed below and including any common law rights therein (“**Assigned Marks**”):



- (a) \_\_\_\_\_, U.S. Registration No. 2,716,283 for *Non-alcoholic beverages, namely, juices and fruit drinks, [sports drinks] and soft drinks* in International Class 32; and



- (b) \_\_\_\_\_, U.S. Registration No. 3,130,178 for *Lemonade* in International Class 32.

2. Transfer. Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Assigned Marks and any application or registration therefor, together with all common law rights, the goodwill of the business symbolized by the Assigned Marks, any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Assigned Marks.

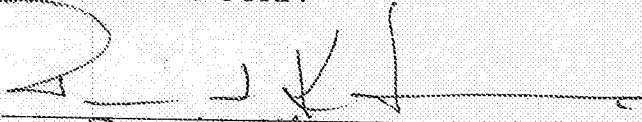
3. Acceptance. Assignee hereby accepts the assignment described herein and assumes all ownership, rights, liabilities and obligations in connection with such assignment.

4. Counterparts. This Agreement may be executed in one or more separate counterparts, each of which, when so executed shall, together, constitute and be one and the same instrument. Facsimile signatures shall be deemed to be originals.

[Signatures on Next Page]

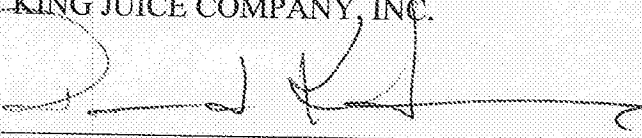
IN WITNESS WHEREOF, the parties have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR:  
KJ HOLDING CORP.



By: David Klavsons  
Title: CEO

ASSIGNEE:  
KING JUICE COMPANY, INC.



By: David Klavsons  
Title: CEO