

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653527

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brands Within Reach, LLC		06/09/2021	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	BWR Holdings Inc.		
Street Address:	112 West 34th Street		
Internal Address:	c/o Warren Law Group, 17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10120		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	5025217	BÚCHA	
Registration Number:	4863045	LIBERATE YOUR THIRST	
Registration Number:	4094652	COCO LIBRE	
Registration Number:	3999942	BÚCHA	
Registration Number:	3919309	TOGETHER WE CAN MAKE A DIFFERENCE	
Registration Number:	3289696	XING TEA	
Registration Number:	3078332	XING	
Registration Number:	3078333	XING	
Registration Number:	2958731	ASPEN PURE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	mtrudell@sheridanross.com		
Correspondent Name:	Miriam D. Trudell, Sheridan Ross P.C.		
Address Line 1:	1560 Broadway		
Address Line 2:	Suite 1200		
Address Line 4:	Denver, COLORADO 80202		

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NAME OF SUBMITTER:	Matthew C Williamson, Sheridan Ross P.C.
SIGNATURE:	/Matthew C Williamson/
DATE SIGNED:	06/11/2021
Total Attachments: 5 source=Trademark Assignment Agreement BWR LLC - BWR Holdings Inc#page1.tif source=Trademark Assignment Agreement BWR LLC - BWR Holdings Inc#page2.tif source=Trademark Assignment Agreement BWR LLC - BWR Holdings Inc#page3.tif source=Trademark Assignment Agreement BWR LLC - BWR Holdings Inc#page4.tif source=Trademark Assignment Agreement BWR LLC - BWR Holdings Inc#page5.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (the "Assignment"), effective as of the last of the signature dates below, is entered into by and between Brands Within Reach, LLC, a New York limited liability company, having an address of 141 Halstead Ave., 2nd Floor, Mamaroneck, New York 10543 ("Assignor") and BWR Holdings Inc., a Delaware corporation, having an address of c/o Warren Law Group, 112 West 34th Street, 17th Floor, New York, NY 10120 ("Assignee").

WHEREAS, Assignor owns the trademarks listed on Exhibit A together with all registrations and applications for registration therefor and all common law rights with respect thereto (the "Trademarks");

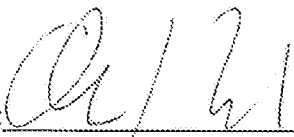
WHEREAS, Assignee is desirous of acquiring any and all of Assignor's rights, title and interest in and to the Trademarks;

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

1. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, free and clear of all Liens, all of Assignor's right, title and interest, whether statutory or under the common law, in and to the Trademarks, together with all rights of action accrued, accruing, and to accrue under and by virtue thereof, including all rights to sue or otherwise recover, including equitable and injunctive relief, for past, present, or future infringement, damages, royalties, fees, and profits and to receive all damages, payments, costs and fees associated therewith. The assignment of the Trademarks granted herein includes an assignment of all goodwill associated therewith.
2. All of the terms and provisions of this Assignment are binding upon Assignor, Assignee and their respective successors and assigns and will inure to the benefit of the other parties and its respective successors and assigns.
3. Each party hereby agrees to execute and deliver any and all additional documents that any other party may reasonably request and to use commercially reasonable efforts to take such further actions as may be reasonably necessary, to effectuate, carry out, and comply with the agreements set forth in this Assignment.
4. This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original but all such counterparts together shall constitute one and the same instrument. This Assignment may be executed by facsimile or portable document formation (.pdf), which shall be deemed and original in all cases.

IN WITNESS WHEREOF, each of the parties has caused this Assignment to be executed in its name and delivered by a duly authorized officer, on the dates listed below.

Brands Within Reach, LLC

Signature: 

Print Name: Olaf Zachert

Title: CEO

Date: 9.6.2021

BWR Holdings Inc.

Signature: 




Print Name: Olaf Zachert


Title: CEO

Date: 9.6.2021

EXHIBIT A

Country	Citation	Application No. Registration No.	Application Date Registration Date	Status	Goods and Services
United States	BÚCHA	App 86694956 Reg 5026217	App 16-JUL-2015 Reg 23-AUG-2016	Registered	INT. CL. 32 NON-ALCOHOLIC BEVERAGES WITH TEA FLAVOR
United States	LIBERATE YOUR THIRST	App 86609758 Reg 4863045	App 24-APR-2015 Reg 01-DEC-2015	Registered	INT. CL. 32 COCONUT JUICE; COCONUT WATER; COCONUT-BASED BEVERAGES NOT BEING MILK SUBSTITUTES; COCONUT-BASED NON-ALCOHOLIC BEVERAGES NOT BEING MILK SUBSTITUTES
United States	COCO LIBRE	App 85243126 Reg 4094652	App 15-FEB-2011 Reg 31-JAN-2012	Registered	INT. CL. 32 COCONUT JUICE; COCONUT WATER; COCONUT-BASED BEVERAGES; COCONUT-BASED NON-ALCOHOLIC BEVERAGES
United States	BÚCHA	App 85087186 Reg 3999942	App 18-JUL-2010 Reg 19-JUL-2011	Registered Supplemental Register	INT. CL. 32 NON-ALCOHOLIC BEVERAGES WITH TEA FLAVOR
United States	TOGETHER WE CAN MAKE A DIFFERENCE	App 85050879 Reg 3919309	App 29-MAY-2010 Reg 15-FEB-2011	Registered	INT. CL. 32 AERATED MINERAL WATERS; AERATED WATER; BOTTLED ARTESIAN WATER; BOTTLED DRINKING WATER; BOTTLED WATER; CARBONATED WATERS; DRINKING WATER; GLACIAL WATER; MINERAL AND AERATED WATER; MINERAL AND CARBONATED WATERS

Country	Citation	Application No. Registration No.	Application Date Registration Date	Status	Goods and Services
United States	XING TEA	App 77050595 Reg 3289696	App 25-NOV-2006 Reg 11-SEP-2007	Renewed (Registered)	INT. CL. 30 TEA-BASED BEVERAGES WITH FRUIT FLAVORING
United States	XING	App 76636563 Reg 3078332	App 20-APR-2005 Reg 11-APR-2006	Renewed (Registered)	INT. CL. 5 DIETARY SUPPLEMENTS
United States	XING (STYLIZED) 	App 76636564 Reg 3078333	App 20-APR-2005 Reg 11-APR-2006	Renewed (Registered)	INT. CL. 5 DIETARY SUPPLEMENTS
United States	ASPEN PURE	App 76438612 Reg 2958731	App 07-AUG-2002 Reg 31-MAY-2005	Renewed (Registered) Supplemental Register	INT. CL. 32 PREMIUM BOTTLED WATER
Canada	XING TEA	App 1386460 Reg TMA872140	App 07-MAR-2008 Reg 25-FEB-2014	Registered	(1) Non-alcoholic tea-based beverages with fruit flavoring.
Chile	XING TEA	App 1135839 Reg 1183836	App 17-DEC-2014 Reg 28-OCT-2015	Registered	Class 30
China	ASPEN PURE	App 8258207 Reg 8258207	App 30-APR-2010 Reg 07-MAY-2011	Registered	Class 32
Indonesia	XING	App D002016031495	App 28-JUN-2016	Pending	Class 32
International Registration (Designates Turkey)	XING TEA	App 1240310 Reg 1240310	App 18-FEB-2015 Reg 18-FEB-2015	Registered	Class 30: Tea-based beverages with fruit flavoring.
Mexico	COCO LIBRE & Design 	App 1444120 Reg 1460381	App 19-DEC-2013 Reg 04-JUN-2014	Registered	Class 32
Mexico	XING JUICE	App 1175310 Reg 1504102	App 03-MAY-2011 Reg 07-JAN-2015	Registered	Class 32
Mexico	XING TEA	App 1175312 Reg 1504103	App 03-MAY-2011 Reg 07-JAN-2015	Registered	Class 32
Mexico	XING JUICE and Design 	App 1175311 Reg 1504784	App 03-MAY-2011 Reg 08-JAN-2015	Registered	Class 32

Country	Citation	Application No. Registration No.	Application Date Registration Date	Status	Goods and Services
Mexico	XING TEA and Design 	App 1175313 Reg 1504785	App 03-MAY-2011 Reg 08-JAN-2015	Registered	Class 32
Mexico	XING TEA	App 918002 Reg 1058202	App 29-FEB-2008 Reg 29-AUG-2008	Registered	Class 5