

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM657627

<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>
Tropicana Products, Inc.		06/30/2021	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Frito-Lay Trading Company (Europe) GmbH		
<b>Street Address:</b>	Spitalgasse 2		
<b>City:</b>	Bern		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	75024		
<b>Entity Type:</b>	Company: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5566112	ALVALLE	
<b>Registration Number:</b>	5602084	ALVALLE	
<b>Registration Number:</b>	5704032	ALVALLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	312-821-1408		
<b>Email:</b>	trademarks@pepsico.com		
<b>Correspondent Name:</b>	Janet Silverberg		
<b>Address Line 1:</b>	7701 Legacy Drive		
<b>Address Line 2:</b>	Mail Stop 3A-421		
<b>Address Line 4:</b>	Plano, TEXAS 75024		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Janet Silveberg		
<b>Address Line 1:</b>	7701 Legacy Drive, Mail Stop 3A-421		
<b>Address Line 2:</b>	Mail Stop 3A-421		
<b>Address Line 4:</b>	Plano, TEXAS 75024		
<b>NAME OF SUBMITTER:</b>	Janet Silverberg		

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<b>SIGNATURE:</b>	/janet silverberg/
<b>DATE SIGNED:</b>	07/02/2021
<b>Total Attachments: 2</b> source=AlvalleAssign#page1.tif source=AlvalleAssign#page2.tif	

**ASSIGNMENT OF UNITED STATES TRADEMARKS**

THIS ASSIGNMENT, effective as of June 30, 2021 (the "Assignment"), is made by Tropicana Products, Inc., organized and existing under the laws of the State of Delaware, having its principal place of business at 1001 13<sup>th</sup> Avenue East, Bradenton, Florida 34208 ("Assignor") to Frito-Lay Trading Company (Europe) GmbH, a company organized under the laws of Switzerland, having its principal place of business at Spitalgasse 2, CH-3022, Bern, Switzerland ("Assignee").

WHEREAS, Assignor owns the trademarks listed on Exhibit A attached hereto (the "Trademarks"); and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Trademarks (and all extensions and renewals of the registrations thereof) and the goodwill associated with the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreement:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to the Trademarks (and all extensions and renewals of the registration thereof) and the goodwill associated with the use of and symbolized by the Trademarks. Further, Assignor hereby assigns, transfers and sets over unto Assignee Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademarks.
2. At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademark in Assignee and/or to carry out the intent of this Assignment.

IN WITNESS WHEREOF, Assignee has duly executed this Assignment as of the day and year first above written.

**TROPICANA PRODUCTS, INC.**

Signature: Janet Silverberg

Name: Janet Silverberg

Title: Assistant Secretary

**EXHIBIT A – Trademarks**

**ALVALLE** **Reg. No. 5566112**

**ALVALLE (Stylized)** **Reg. No. 5602084**

**ALVALLE (Stylized)** **Reg. No. 5704032**