

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM658478

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BlueTriton Brands Holdings, Inc.		07/01/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	BlueTriton Brands, Inc.		
Street Address:	900 Long Ridge Road, Building 2		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06902		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4902650		
Registration Number:	4833492	12 Q STEPS TO QUALITY	
Registration Number:	5598635		
Registration Number:	5193688		
Registration Number:	2872876		
Registration Number:	5055222	IT'S NOT JUST OUR PROCESS IT'S OUR PROMI	
Registration Number:	4802673		
Serial Number:	88512312	PURE LIFE	
Registration Number:	2936486	PURE LIFE	
Registration Number:	2856193	PURE LIFE	
Registration Number:	3351242	PURE LIFE	
Registration Number:	5746196	PURE LIFE BEGINS NOW	
Registration Number:	4763111	WATER ADVENTURES	
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>			
Phone:	(303) 295-8180		
Email:	docket@hollandhart.com, gigrigoryan@hollandhart.com		
TRADEMARK			

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Correspondent Name: Ester Martin
Address Line 1: P.O. Box 8749
Address Line 2: Attention: Trademark Docketing
Address Line 4: Denver, COLORADO 80201

ATTORNEY DOCKET NUMBER: 87559.0001

NAME OF SUBMITTER: Ester Martin

SIGNATURE: /Ester Martin/

DATE SIGNED: 07/07/2021

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This assignment of trademark rights ("Trademark Assignment"), by and between BlueTriton Brands Holdings, Inc., a Delaware corporation having an address at 900 Long Ridge Road, Building 2, Stamford, Connecticut 06902 ("Assignor") and BlueTriton Brands, Inc., a Delaware corporation, having an address at 900 Long Ridge Road, Building 2, Stamford, Connecticut 06902 ("Assignee").

WHEREAS, Assignor is the owner of the United States trademark applications and registrations and their associated common law rights (the "Trademarks") listed in the attached Schedule A;

WHEREAS, Assignee seeks to acquire the entire right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks;

WHEREAS, Assignee is a successor to that portion of the business of the Assignor to which the Trademarks pertain;

NOW, THEREFORE, for and in consideration of the above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of the present and future right, title, and interest to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks, and together with the right to sue for past infringement and to collect all damages or profits for past infringement, dilution, unfair competition and counterfeiting of the Trademarks for its own use and benefits.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed by its authorized representative.

ASSIGNOR:

BlueTriton Brands Holdings, Inc.

Signed: _____

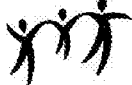


V. Bedi

Name: *Vivek Bedi*

Title: *President + CFO*

Dated: July 1, 2021

SCHEDULE A

Trademark	Application/ Registration No.	Registration Date
	4902650	February 16, 2016
	4833492	October 13, 2015
	5598635	November 6, 2018
	5193688	May 2, 2017
	2872876	August 10, 2004
It's not just our process, it's our promise	5055222	October 4, 2016
	4802673	September 1, 2015
PURE LIFE	88512312	
PURE LIFE	2936486	March 29, 2005
PURE LIFE	2856193	June 22, 2004
PURE LIFE	3351242	December 11, 2007
PURE LIFE BEGINS NOW	5746196	May 7, 2019

WATER ADVENTURES	4763111	June 30, 2015
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