

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM661470

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CHEZ ISABELLE, LLC		07/20/2021	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	MUSE Organic, LLC		
Street Address:	630 Clinton Place		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88770638	MY MUSE	
Serial Number:	87440415	MY MUSE	
CORRESPONDENCE DATA			
Fax Number:	7032436410		
<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:	7032436333		
Email:	docketing@mwzb.com		
Correspondent Name:	Adam D. Mandell		
Address Line 1:	2200 Clarendon Blvd., Ste 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
NAME OF SUBMITTER:	Adam D. Mandell		
SIGNATURE:	/adm/		
DATE SIGNED:	07/21/2021		
Total Attachments: 2			
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OP \$65.00 88770638

TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made effective as of this 20th day of July, 2021 from CHEZ ISABELLE, LLC, a limited liability company organized under the laws of California with an address of 630 Clinton Place Beverly Hills, CALIFORNIA 90210 (the "ASSIGNOR"), to MUSE Organic, LLC, a limited liability company organized under the laws of Delaware, with an address of 630 Clinton Place Beverly Hills, CALIFORNIA 90210 (the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used as well as that part of the business to which the Marks pertain (the "Goods and Services").

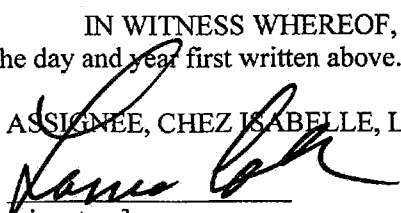
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all rights, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the Marks pertain.

NOW, THEREFORE, in consideration of the payment of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all right, title and interest of whatever kind in and to the Marks, together with: (a) the goodwill of the business relating to the Goods and Services in respect upon which the Marks are used and for which they are registered; (b) all income, royalties, and damages due or payable to ASSIGNOR with respect to the Marks including, without limitation, damages and payments for past and future infringements and misappropriations of the Marks; and (c) all rights to sue for past, present and future infringements or misappropriations of the Marks and that part of the business to which the Marks pertain.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title, and interest in and to the Marks and the business transferred in connection therewith.

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

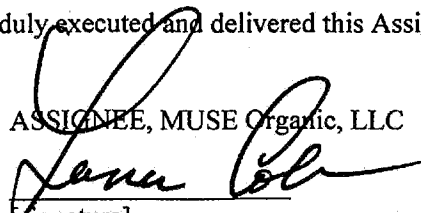
ASSIGNEE, CHEZ ISABELLE, LLC


[signature]

By: Lance Collins

Its: Operating Manager

ASSIGNEE, MUSE Organic, LLC


[signature]

By: Lance Collins

Its: Operating Manager

EXHIBIT A

Mark	Jurisdiction	Class/Goods/Services	Ser. No.	App. Date	Reg. No.	Reg. Date
MY MUSE	United States of America	33: alcoholic tea-based beverages, namely, hard tea; hard seltzer; alcoholic beverages, namely, alcohol-infused enhanced water; all of the foregoing excluding beer, wine, or gin	88770638	January 23, 2020	n/a	n/a
MY MUSE	United States of America	30: Tea 32: Bottled water; Enhanced fruit juices; beverages in the nature of fruit drinks; protein-enriched sports beverages	87440415	May 8, 2017	n/a	n/a