

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM683004

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
nuun & company, Inc.		10/21/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Société Des Produits Nestlé S.A.		
Street Address:	Avenue Nestlé 55		
City:	Vevey		
State/Country:	SWITZERLAND		
Postal Code:	1800		
Entity Type:	Société Anonyme (Sa): SWITZERLAND		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	3966156	NUUN	
Registration Number:	4071656	ONE UP YOUR WATER	
Registration Number:	4096865	NUUN	
Registration Number:	5128217	MAKE YOUR WATER COUNT	
Registration Number:	6200557	NUUN	
Registration Number:	6325570	NUUN	
Serial Number:	88259013	NUUN	
Serial Number:	88455350	NUUN	
Serial Number:	88455355	NUUN	
Serial Number:	88982570	NUUN	
Serial Number:	88982628	NUUN	
Serial Number:	90525984	NUUN IMMUNITY3	
Serial Number:	90525979	IMMUNITY3	
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:	303-245-2092		
Email:	docket@hollandhart.com		

CH \$340.00 3966156

Correspondent Name: Catherine C. Miller
Address Line 1: P.O. Box 8749
Address Line 2: Attn: Trademark Docketing
Address Line 4: Denver, COLORADO 80201-8749

ATTORNEY DOCKET NUMBER: 82145.3201

NAME OF SUBMITTER: Catherine C. Miller

SIGNATURE: /Catherine C. Miller/

DATE SIGNED: 10/22/2021

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment by and between, **nuun & company, Inc.**, a Delaware corporation with an address at 800 Maynard Ave. S. #102, Seattle, Washington 98134 USA (“**Assignor**”), and **Société des Produits Nestlé S.A.**, a société anonyme organized under the laws of Switzerland, having a street address at Avenue Nestlé 55, 1800 Vevey, Switzerland (“**Assignee**”) (collectively with Assignor, the “**Parties**”) is made and effective as of the date of execution of the IP Assignment Agreement by and between Société des Produits Nestlé S.A., and nuun & company, Inc., the 8th of July, 2021 (the “**Effective Date**”).

Assignor is the owner of the United States trademark registrations and applications set forth at Exhibit A together with the common law rights in these marks (collectively the “**Trademarks**”).

Assignee desires to acquire Assignor’s entire right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks. Assignee is the successor to that portion of the ongoing and existing business of the Assignor to which the Trademarks pertain.

In consideration of the preceding paragraphs, which are incorporated by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of its rights, title, and interest in and to the Trademarks, including, without limitation, the goodwill of the business associated with and symbolized by the Trademarks.

Assignor authorizes the United States Patent and Trademark Office to record the transfer of the Trademarks to Assignee as recipient of Assignor’s entire right, title and interest to the Trademarks.

Signed on 21-Oct-2021, 2021.



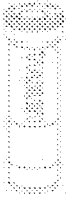


NUUN & COMPANY, INC.
ASSIGNOR

DocuSigned by:
Barbara Sanchez

By: Barbara Sanchez

Title: VP, General Counsel

Exhibit A

Trademark	Application No.	Registration No.
NUUN	85140022	3966156
ONE UP YOUR WATER	85140005	4071656
NUUN & + 	85139966	4096865
MAKE YOUR WATER COUNT	87069819	5128217
NUUN	88978119	6200557
NUUN & + on "Tube, trade dress" 	88980973	6325570
NUUN & + on "Tube, trade dress" 	88259013	
NUUN	88455350	
NUUN & + 	88455355	
NUUN	88982570	
NUUN & + 	88982628	
NUUN IMMUNITY3	90525984	
IMMUNITY3	90525979	

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