

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2


ETAS ID: TM707046

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NORTH TEXAS MOUNTAIN VALLEY WATER CORPORATION		12/30/2021	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	DS SERVICES OF AMERICA, INC.		
Street Address:	2300 Windy Ridge Parkway, Suite 500N		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5965066	WATER EVENT PURE WATER SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	2028428465		
<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:	2028428800		
Email:	dctrademarks@faegredrinker.com		
Correspondent Name:	Jennifer L. Dean		
Address Line 1:	Faegre Drinker Biddle & Reath LLP		
Address Line 2:	1500 K Street, N.W., Suite 1100		
Address Line 4:	Washington, D.C. 20005-1209		
ATTORNEY DOCKET NUMBER:	031570.000286		
NAME OF SUBMITTER:	Deborah R. Coleman		
SIGNATURE:	/deborah r. coleman/		
DATE SIGNED:	02/08/2022		
Total Attachments: 3			
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OP \$40.00 5965066

TRADEMARK ASSIGNMENT AGREEMENT

NORTH TEXAS MOUNTAIN VALLEY WATER CORPORATION, a Texas corporation, having a business address at 2109 Luna Road, Suite 100, Carrollton, Texas USA 75006 (the "Assignor"), has adopted and used the trademark, name and domain name WATER EVENT and/or WATER EVENT PURE WATER SOLUTIONS for drinking water, water filtration and purification equipment, and the delivery of bottled water, including, but not limited to, U.S. Federal Registration No. 5,965,066 for the mark WATER

EVENT PURE WATER SOLUTIONS & Design –  – covering “*Water filtration and purification units and replacement cartridges and filters therefor*” in Class 11, “*Bottled water; Purified drinking water*” in Class 32, and “*Delivery of bottled water to homes and offices*” in Class 39 (collectively, the “**Mark**”).

DS SERVICES OF AMERICA, INC., a Delaware corporation, with an address of 2300 Windy Ridge Parkway, Suite 500N, Atlanta, Georgia USA 30339 (the "Assignee"), wishes to acquire all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized thereby, for its use and registration.

NOW, THEREFORE, good and valuable consideration being extant, effective as of December 30, 2021, Assignor hereby assigns to Assignee all of Assignor's rights, title and interest in and to the Mark, including but not limited to U.S. Reg. No. 5,965,066 and the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee the right to sue for past infringement and to recover and hold all damages and profits arising therefrom.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment Agreement to be executed by an authorized officer.

ASSIGNOR:

NORTH TEXAS MOUNTAIN VALLEY WATER
CORPORATION

2109 Luna Rd., Suite 100
Carrollton, TX 75006

By: _____
Brian Rose, President

Date: December 30, 2021

ASSIGNEE:

DS SERVICES OF AMERICA, INC.
dba PRIMO WATER NORTH AMERICA

2300 Windy Ridge Parkway, Suite 500N
Atlanta, Georgia 30339

By: _____
Thomas J. Harrington, CEO

Date: December 30, 2021

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 007628 FRAME: 0325

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ASSIGNOR:

NORTH TEXAS MOUNTAIN VALLEY WATER
CORPORATION

2109 Luna Rd., Suite 100
Carrollton, TX 75006

By: 

Brian Rose, President

Date:

ASSIGNEE:

DS SERVICES OF AMERICA, INC.
dba PRIMO WATER NORTH AMERICA

2300 Windy Ridge Parkway, Suite 500N
Atlanta, Georgia 30339

By: _____

Thomas J. Harrington, CEO

Date:

[Signature Page to Trademark Assignment Agreement]