

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM759591

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crystal Geyser Brand Holdings, LLC		09/30/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Crystal Geyser Water Company		
Street Address:	501 Washington Street		
City:	Calistoga		
State/Country:	CALIFORNIA		
Postal Code:	94515		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90364454	SMART ZERO +	
Serial Number:	90364476	SMART ZERO	
CORRESPONDENCE DATA			
Fax Number:	4153584738		
<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:	4159573036		
Email:	SFTM@duanemorris.com		
Correspondent Name:	Mark A. Steiner of Duane Morris LLP		
Address Line 1:	Spear Tower, One Market Plaza		
Address Line 2:	Suite 2200		
Address Line 4:	San Francisco, CALIFORNIA 94105-1127		
NAME OF SUBMITTER:	Patricia Picou Green, Sr. IP Paralegal		
SIGNATURE:	/Patricia Picou Green/		
DATE SIGNED:	10/06/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This ASSIGNMENT is made effective as of the date executed by both parties from Crystal Geysers Brand Holdings, LLC, a Delaware limited liability company, whose address is 10 Pimental Court, Novato, California 94949 (hereinafter the "Assignor") to Crystal Geysers Water Company, a California corporation, whose address is 501 Washington Street, Calistoga, California 94515 (hereinafter "Assignee").

WHEREAS, Assignor owns the following trademarks and applications therefor, (collectively herein "the Marks"):

- U.S. Application Serial No. 90/364,454 for SMART ZERO + filed on December 7 2020; and
- U.S. Application Serial No. 90/364,476 for SMART ZERO filed on December 7, 2020;

WHEREAS, Assignor owns all rights, title and interest of every kind, nature or description in and to the Marks, all rights therein, including the entire portion of the business of the Assignor to which the Marks pertain, any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto (hereinafter "All Rights in the Marks"); and,

WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (as defined hereinabove);

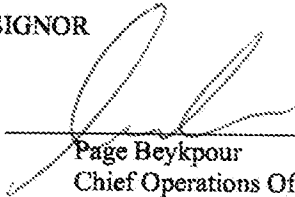
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks (as defined hereinabove) on a worldwide basis. This assignment of all claims for damages by reason of past infringement(s) of the Marks includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor agrees to execute all documents necessary to effectuate and maintain registrations pertaining to the Marks, now and in the future.

CRYSTAL GEYSER BRAND HOLDINGS, LLC. CRYSTAL GEYSER WATER COMPANY

ASSIGNOR

By: _____


Page Beykpour
Chief Operations Officer &
Corporate Counsel

Date: _____

9/30/22

ASSIGNEE

By: _____

Kevin Moloughney
Vice President Finance & Accounting

Date: _____

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- U.S. Application Serial No. 90/364,476 for SMART ZERO filed on December 7, 2020;

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WHEREAS, Assignor desires to assign to Assignee All Rights in the Marks (as defined hereinabove);

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks (as defined hereinabove) on a worldwide basis. This assignment of all claims for damages by reason of past infringement(s) of the Marks includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

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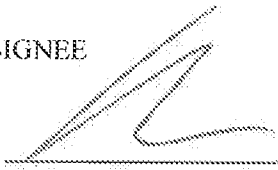
CRYSTAL GEYSER BRAND HOLDINGS, LLC. CRYSTAL GEYSER WATER COMPANY

ASSIGNOR

By: _____
Page Beykpour
Chief Operations Officer &
Corporate Counsel

Date: _____

ASSIGNEE

By:  _____
Kevin Moloughney
Vice President Finance & Accounting

Date: 9/29/22