

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM771534

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H2O Liquid Investments, LLC		06/17/2022	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	Global Advantage Holdings, LLC		
Street Address:	3118 Watson Road		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63139		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4501958	AQUA LOGIC	
Registration Number:	6065177	BRU	
Registration Number:	6065176	COFFEE CARTEL	
Registration Number:	6065178	COFFEE CARTEL	
Registration Number:	6097267	COFFEE CARTEL	
Registration Number:	4552033	ICE MELT	
Registration Number:	5157153	KORE GEAR	
Registration Number:	5686854	RUGGED TERRAIN	
Registration Number:	5686855	RUGGED TERRAIN	
Registration Number:	5788876	SIP & STRAW	
Registration Number:	2792812	SUBZERO	
Registration Number:	3690985	SUBZERO	
Registration Number:	4874276	SUBZERO	
Registration Number:	4991354	SUBZERO	
Registration Number:	5014082	SUBZERO	
Registration Number:	5142445	SUBZERO	
CORRESPONDENCE DATA			
Fax Number:	3146121301		

OP \$415.00 4501958

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.

Phone: 3144447600
Email: ipdept@lewisrice.com
Correspondent Name: Michael J. Hickey
Address Line 1: 600 Washington Avenue, Suite 2500
Address Line 4: St. Louis, MISSOURI 63101

NAME OF SUBMITTER:	Michael J. Hickey
SIGNATURE:	/Michael J. Hickey/
DATE SIGNED:	12/02/2022

Total Attachments: 9
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page1.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page2.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page3.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page4.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page5.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page6.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page7.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page8.tif
source=H2O Liquid Assignment to Global Advantage Holdings - 6-17-2022#page9.tif

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT ("Assignment"), dated as of this 17th day of June, 2022, is made and entered into by **H2O Liquid Investments, LLC**, a Missouri Limited Liability Company ("Assignor"), in favor of **Global Advantage Holdings, LLC**, a Missouri Limited Liability Company (the "Assignee").

WHEREAS, H2O is the owner of the trademarks and patents listed on Exhibit A hereto;

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the intellectual property listed on Exhibit A hereto (collectively, the "Intellectual Property"), including, without limitation, all common law rights relating to the trademarks and all renewals and extensions that may be granted in connection with the registrations thereto, together with the goodwill of Assignor's business associated with the trademarks and registrations, along with the inventions and all patent rights therefor;

NOW, THEREFORE, for the amount of One Dollar and No Cents (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns, sells and sets over to Assignee all right, title and interest in and to the Intellectual Property, together with the goodwill of Assignor's business symbolized by the trademarks and registrations listed on Exhibit A, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).
2. Assignor does hereby sell, assign, transfer and set over unto said Assignee, the entire rights, title and interest in and to the inventions listed on Exhibit A hereto, and in and to all Letters Patent and patent rights which may be granted or issued for said inventions, in the United States and all foreign countries, and any reissues, reexaminations, continuations, continuation-in-parts, divisions, or extensions thereof, the same to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; and Assignor agrees to execute such further applications, powers of attorney, assignments and other documents as may be necessary or desirable to effectuate this Agreement. Assignor further authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent, when granted, to the said Assignee, its successors and assigns, as assignees of the entire right, title and interest in and to said invention, for the sole use and behoof of said Assignee, and for its successors and assigns, to the full ends of the terms for which Letters Patent may be granted. Assignor further grants to Assignee, its successors and assigns, the right to claim for any application for patent for said invention the full benefit of any international agreement between the United States and any foreign country or countries.
3. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

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

H2O LIQUID INVESTMENTS, LLC

By: [Signature]
Name: Jeff Schmeckel
Title: Owner


GLOBAL ADVANTAGE HOLDINGS, LLC



By: [Signature]
Name: Jeff Schmeckel
Title: Owner

EXHIBIT A


Trademarks




Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
AQUALOGIC	<u>Class 21</u> : Bottles, sold empty; portable coolers, thermal insulated bags for food or beverages; lunch kits comprised of a thermal insulated bag and reusable empty containers used for food and beverage storage	U.S.	4,501,958	Registered
AQUALOGIC	Bottles, sold empty; portable coolers, thermal insulated bags for food or beverages; lunch kits comprised of a thermal insulated bag and reusable empty containers used for food and beverage storage	Canada	1,683,605	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
	<p><u>Class 21</u>: Bottles, sold empty; sports bottles sold empty; vacuum bottles; drinking glasses, namely, tumblers; drinking glasses, namely, tumblers with lids; tumblers for use as drinking glasses; travel coffee mugs and drinking glasses, namely, tumblers with lids, made of plastic, silicone, ceramic and stainless steel; double wall cups with and double wall cups without lids; coffee cups; coffee mugs; plastic water bottles sold empty; lids for beverage storage containers, made of silicone or plastic; non-electric portable coolers and cooler bags, namely, insulated bags for food or beverages for domestic use</p>	U.S.	6,065,177	Registered
COFFEE CARTEL	<p><u>Class 21</u>: Bottles, sold empty; sports bottles sold empty; vacuum bottles; drinking glasses, namely, tumblers; drinking glasses, namely, tumblers with lids; tumblers for use as drinking glasses; travel coffee mugs and drinking glasses, namely, tumblers with lids, made of plastic, silicone, ceramic and stainless steel; double wall cups with and double wall cups without lids; coffee cups; coffee mugs; plastic water bottles sold empty; lids for beverage storage containers, made of silicone or plastic; non-electric portable coolers and cooler bags, namely, insulated bags for food or beverages for domestic use</p>	U.S.	6,065,176	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
	<p><u>Class 21</u>: Bottles, sold empty; sports bottles sold empty; vacuum bottles; drinking glasses, namely, tumblers; drinking glasses, namely, tumblers with lids; tumblers for use as drinking glasses; travel coffee mugs and drinking glasses, namely, tumblers with lids, made of plastic, silicone, ceramic and stainless steel; double wall cups with and double wall cups without lids; coffee cups; coffee mugs; plastic water bottles sold empty; lids for beverage storage containers, made of silicone or plastic; non-electric portable coolers and cooler bags, namely, insulated bags for food or beverages for domestic use</p>	U.S.	6,065,178	Registered
	<p><u>Class 21</u>: Bottles, sold empty; sports bottles sold empty; vacuum bottles; drinking glasses, namely, tumblers; drinking glasses, namely, tumblers with lids; tumblers for use as drinking glasses; travel coffee mugs and drinking glasses, namely, tumblers with lids, made of plastic, silicone, ceramic and stainless steel; double wall cups with and double wall cups without lids; coffee cups; coffee mugs; plastic water bottles sold empty; lids for beverage storage containers, made of silicone or plastic; non-electric portable coolers and cooler bags, namely, insulated bags for food or beverages for domestic use</p>	U.S.	6,097,267	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
ICE MELT	<p><u>Class 21</u>: Bottles, sold empty; portable coolers, thermal insulated bags for food or beverages; lunch kits comprised of a thermal insulated bag and reusable empty containers used for food and beverage storage</p>	U.S.	4,552,033	Registered
ICE MELT	<p>Bottles, sold empty; portable coolers, thermal insulated bags for food or beverages; lunch kits comprised of a thermal insulated bag and reusable empty containers used for food and beverage storage</p>	Canada	1,683,604	Allowed
KORE GEAR	<p><u>Class 18</u>: Tool bags sold empty, tool pouches sold empty, duffel bags, auto storage duffels, car safety kit bags sold empty, all purpose sports bags, waist packs, tote bags, back packs, hard-sided and soft-sided carry bags, hard-sided and soft-sided luggage, briefcases, briefcase-type portfolios, hand bags, umbrellas and all accessories related to the above, namely, straps for luggage and handbags and luggage tags</p> <p><u>Disclaimer</u>: No claim is made to the exclusive right to use "GEAR" apart from the mark as shown.</p>	U.S.	5,157,153	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
RUGGED TERRAIN	<p><u>Class 18:</u> All purpose sports bags, waist packs, tote bags, duffel bags, backpacks, hard sided and soft sided carry-on bags and luggage, briefcases, briefcase type portfolios and handbags</p>	U.S.	5,686,854	Registered
RUGGED TERRAIN	<p><u>Class 21:</u> Bottles, sold empty; sports bottles sold empty; vacuum bottles; portable coolers and cooler bags, namely, insulated bags for food or beverages</p>	U.S.	5,686,855	Registered
SIP & STRAW	<p><u>Class 21:</u> Bottles, sold empty; sports bottles sold empty; vacuum bottles; tumblers; tumblers with lids; tumblers for use as drinking glasses; travel coffee mugs or drinking glasses, namely, tumblers with lids, made of plastic, silicon, ceramic or stainless steel; double wall cups with or without lids; coffee cups; coffee mugs; plastic water bottles sold empty; lids for beverage storage containers, made of silicon or plastic</p>	U.S.	5,788,876	Registered
	<p><u>Class 18:</u> All purpose sports bags, waist packs, tote bags, duffel bags, backpacks, hard sided and soft sided carry-on bags and luggage, briefcases, briefcase type portfolios and handbags</p> <p><u>Class 21:</u> Portable coolers and cooler bags</p>	U.S.	2,792,812	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
SUBZERO	<u>Class 21</u> : Bottles, sold empty; Sports bottles sold empty; Vacuum bottles	U.S.	3,690,985	Registered
	<u>Class 21</u> : Bottles, sold empty; sports bottles sold empty; vacuum bottles	U.S.	4,874,276	Registered
SUBZERO	<u>Class 21</u> : Portable coolers and cooler bags, namely, insulated bags for food or beverages	U.S.	4,991,354	Registered
	<u>Class 18</u> : All purpose sports bags, waist packs, tote bags, duffel bags, backpacks, hard sided and soft sided carry-on bags and luggage, briefcases, briefcase type portfolios and handbags	U.S.	5,014,082	Registered
	<u>Class 21</u> : Bottles, sold empty; sports bottles sold empty; vacuum bottles; portable coolers and cooler bags, namely, insulated bags for food or beverages	U.S.	5,142,445	Registered
SUBZERO	All purpose sports bags, tote bags, duffel bags, back packs, hard-sided and soft-sided carry bags, hard-sided and soft-sided luggage, portable and rolling coolers and cooler bags	Canada	TMAA734192	Registered

Trademark	Goods/Services	Country	Reg. No. / Ser. No.	Status
SUBZERO	Bottles, composed of at least one of stainless steel, plastic and aluminum, for water and other beverages; cooler wraps for bottles; cooler wraps for cans	Canada	TMAA741942	Registered

Patents

Title	Country	Application No.	Filing Date	Reg. No.	Issue Date	Status
Flip Top Bottle Lid	United States	29/380,078	Nov. 30, 2010	US D682,016 S	May 14, 2013	Issued
Beverage Container	United States	29/596,977	Mar. 13, 2017	US D847,571	May 7, 2019	Issued
Lid for Bottle	United States	29/634,881	Jan. 25, 2018	US D878,147	Mar. 17, 2020	Issued
Beverage Container	United States	29/676,263	Jan. 9, 2019	US D886,516	June 9, 2020	Issued
Apparatus and Methods for Dispensing Beverages	United States	16/371,968	Apr. 1, 2019	N/A	N/A	Pending; to issue on 6/21/2022
Beverage Container	Canada	176957	Sept. 13, 2017	176957	Nov. 22, 2018	Issued