

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM810771

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Celsius Products Holdings, Inc.		05/15/2023	Corporation:
RECEIVING PARTY DATA			
Name:	Celsius Holdings, Inc.		
Street Address:	2424 N. Federal Hwy.		
Internal Address:	Suite 208		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	3667840	CELSIUS	
Registration Number:	3154473	CELSIUS	
Registration Number:	5692276	CELSIUS	
Registration Number:	5692274	C	
Registration Number:	5692275	C CELSIUS	
Serial Number:	97355174	C CELSIUS	
Registration Number:	5405094	C CELSIUS HEAT	
Registration Number:	5405095	C CELSIUS HEAT	
Serial Number:	97365009	C CELSIUS LIVE FIT	
Registration Number:	5644825	DELICIOUS THAT DELIVERS	
Serial Number:	97302557	ESSENTIAL VIBES TOUR	
Serial Number:	97302589	EVERY DROP IS ESSENTIAL	
Serial Number:	97302611	EVERY DROP IS ESSENTIAL	
Serial Number:	88951213	FAST	
Registration Number:	6435676	FAST BRANDS	
Registration Number:	3700159	METAPLUS	
Registration Number:	3930555	YOUR ULTIMATE FITNESS PARTNER	

CH \$440.00 3667840

CORRESPONDENCE DATA**Fax Number:** 8777697945

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: 6175425070**Email:** tmdoctc@fr.com**Correspondent Name:** Kristen McCallion**Address Line 1:** Fish & Richardson P.C.**Address Line 2:** P.O. Box 1022**Address Line 4:** MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:	56010-0001001
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NAME OF SUBMITTER:	Ryan Thomas
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SIGNATURE:	/Ryan Thomas/
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DATE SIGNED:	05/16/2023
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") by and between **Celsius Products Holdings, Inc.** ("Assignor") and **Celsius Holdings, Inc.** ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the sum of One Hundred Dollars (\$100.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor does hereby sell, assign, convey and transfer unto Assignee all of Assignor's right, title and interest in and throughout the world in and to the Marks (including all common law rights associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment. The Parties acknowledge that business or portion of the business to which any pending intent-to-use applications on Exhibit A pertain is ongoing and existing and is being transferred to Assignee.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee in accordance with the terms of this instrument.

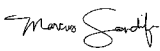
Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: CELSIUS PRODUCTS HOLDINGS, INC.

ASSIGNEE: CELSIUS HOLDINGS, INC.

Signature: 
Name: Marcus Sandifer
Title: General Counsel
Date: May 15, 2023

Signature: 
jarrod.langhans@celsius.com; (909) 417-1300 x1211
Name: Jarrod Langhans
Title: CFO
Date: May 15, 2023

Exhibit A

Marks

<i>Mark</i>	<i>Country</i>	<i>Application No.</i>	<i>Registration No.</i>
CELSIUS	USA	78/526,584	3,667,840
CELSIUS	USA	76/487,888	3,154,473
	USA	87/287,118	5,692,276
	USA	87/287,021	5,692,274
	USA	87/287,101	5,692,275
	USA	97/355,174	
 HEAT	USA	87/412,444	5,405,094
 HEAT	USA	87/412,492	5,405,095
	USA	97/365,009	
DELICIOUS THAT DELIVERS	USA	87/642,383	5,644,825
ESSENTIAL VIBES TOUR	USA	97/302,557	
EVERY DROP IS ESSENTIAL	USA	97/302,589	
EVERY DROP IS ESSENTIAL	USA	97/302,611	

<i>FAST</i>	USA	88/951,213	
<i>FAST BRANDS</i>	USA	88/981,925	6,435,676
METAPLUS	USA	77/598,577	3,700,159
YOUR ULTIMATE FITNESS PARTNER	USA	77/948,681	3,930,555