

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM819558

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KEITH VALENTINE GRAHAM		12/14/2022	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	AB WORLD FOODS LIMITED		
Street Address:	Weston Centre, 10 Grosvenor Street		
City:	London		
State/Country:	ENGLAND		
Postal Code:	W1K 4QY		
Entity Type:	Private Limited Company: ENGLAND		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4240820	REGGAE REGGAE	
Registration Number:	4240821	REGGAE REGGAE SAUCE	
Registration Number:	4256782	PUT SOME MUSIC IN YOUR FOOD	
Registration Number:	4260216	LEVI ROOTS	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	212.292.5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	Epstein Drangel LLP		
Address Line 1:	60 East 42nd Street		
Address Line 2:	Suite 1250		
Address Line 4:	New York, NEW YORK 10165		
DOMESTIC REPRESENTATIVE			
Name:	Epstein Drangel LLP		
Address Line 1:	60 East 42nd Street		
Address Line 2:	Suite 1250		
Address Line 4:	New York, NEW YORK 10165		

OP \$115.00 4240820

NAME OF SUBMITTER:	Kai-Xan McDonald
SIGNATURE:	/Kai-Xan McDonald/
DATE SIGNED:	06/26/2023

Total Attachments: 38

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- (1) **LEVI ROOTS**
- (2) **AB WORLD FOODS LIMITED**

TRADE MARK ASSIGNMENT AND BRAND LICENCE

Dated 14 December 2022



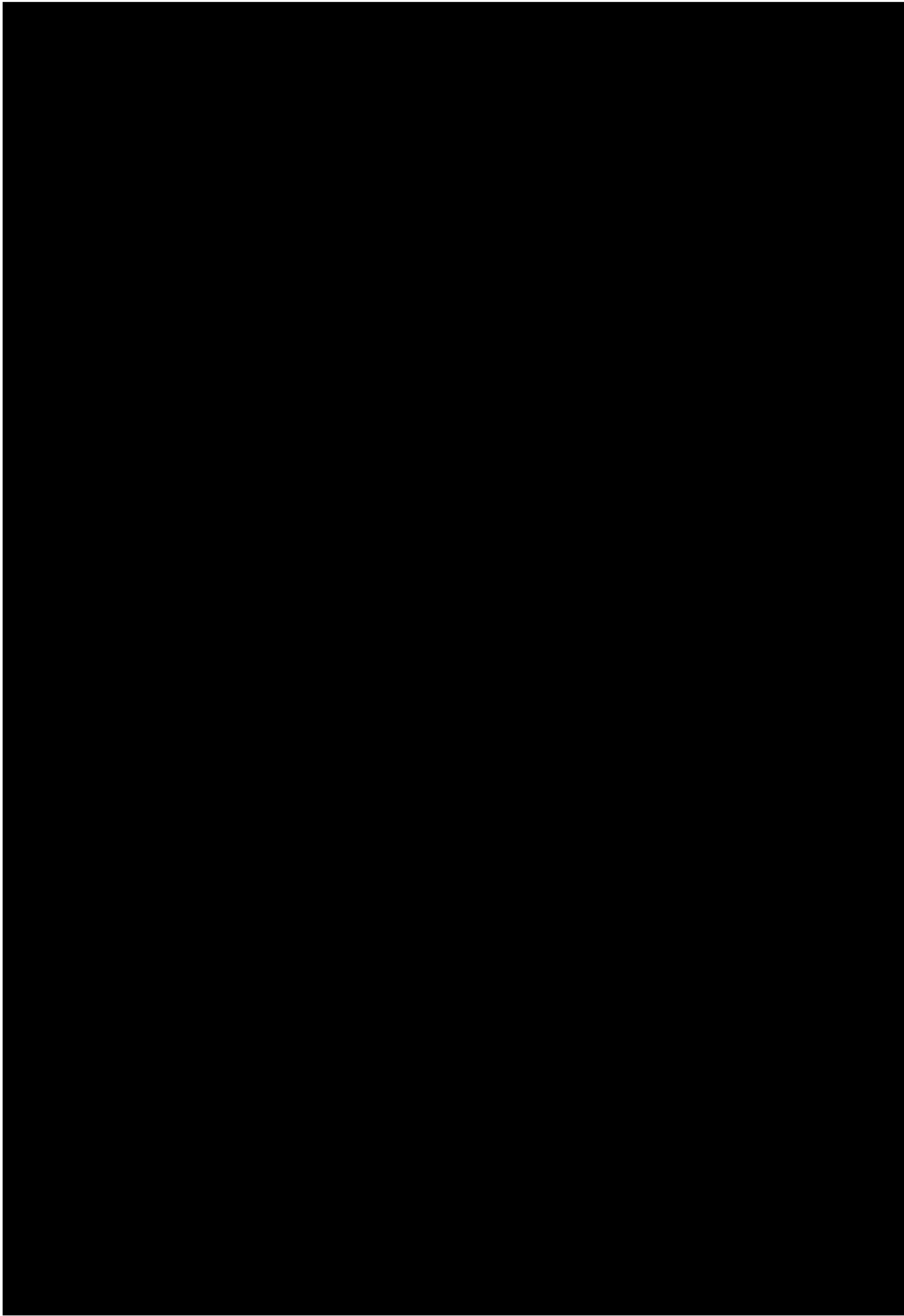
THIS ASSIGNMENT is entered into as a deed on the 14 December 2022

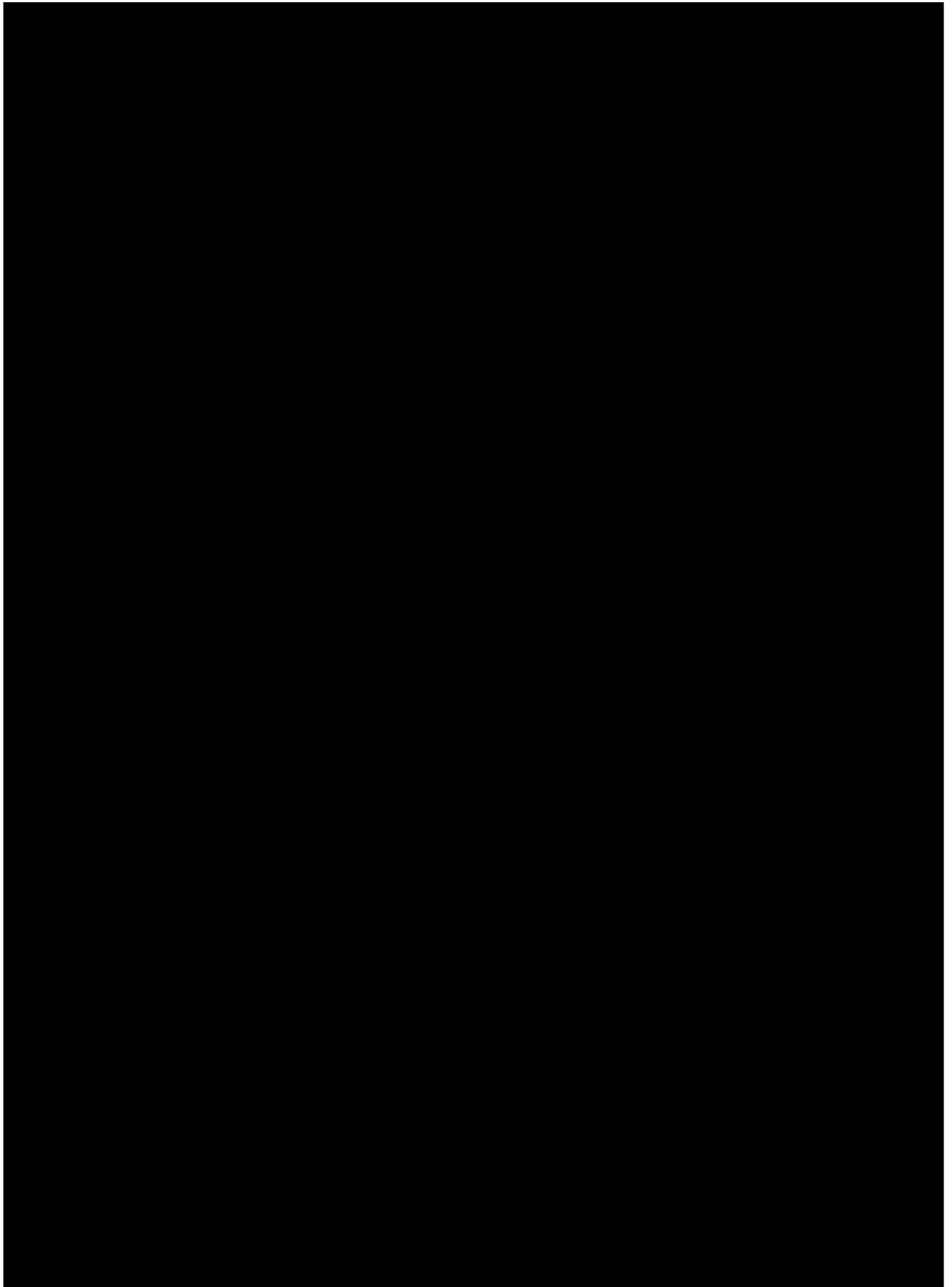
BETWEEN

- (1) **KEITH VALENTINE GRAHAM** (also known as Levi Roots) of 26 Healey House, Holland Grove, London, SW9 6NF (**Levi Roots**).
- (2) **AB WORLD FOODS LIMITED** incorporated and registered in England under Company number 01400901 and whose registered office is at Weston Centre, 10 Grosvenor Street, London, W1K 4QY (**ABWF**).

BACKGROUND

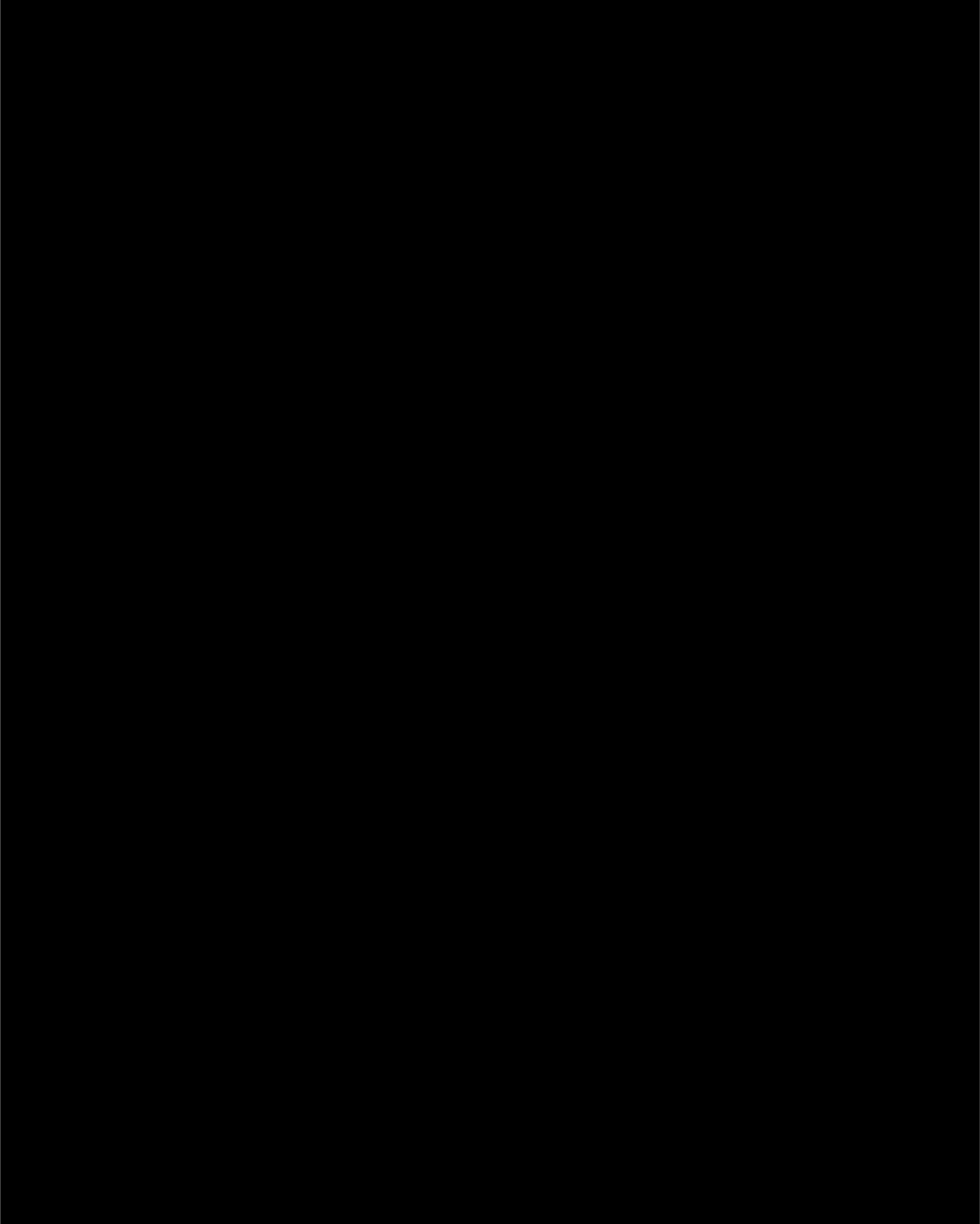
- (A) Levi Roots is the owner of the Trade Marks, Domain Names, the Original Recipe, the Levi Roots Brand and other associated intellectual property.
- (B) ABWF (and previously, its predecessor as licensee G Costa & Company Limited) has since 2007 manufactured, marketed and sold products under licence from Roots Reggae Reggae Sauce Limited using the Original Recipe, the Trade Marks, and the Levi Roots Brand, and since 27 July 2011 done so under the ABWF Licence.

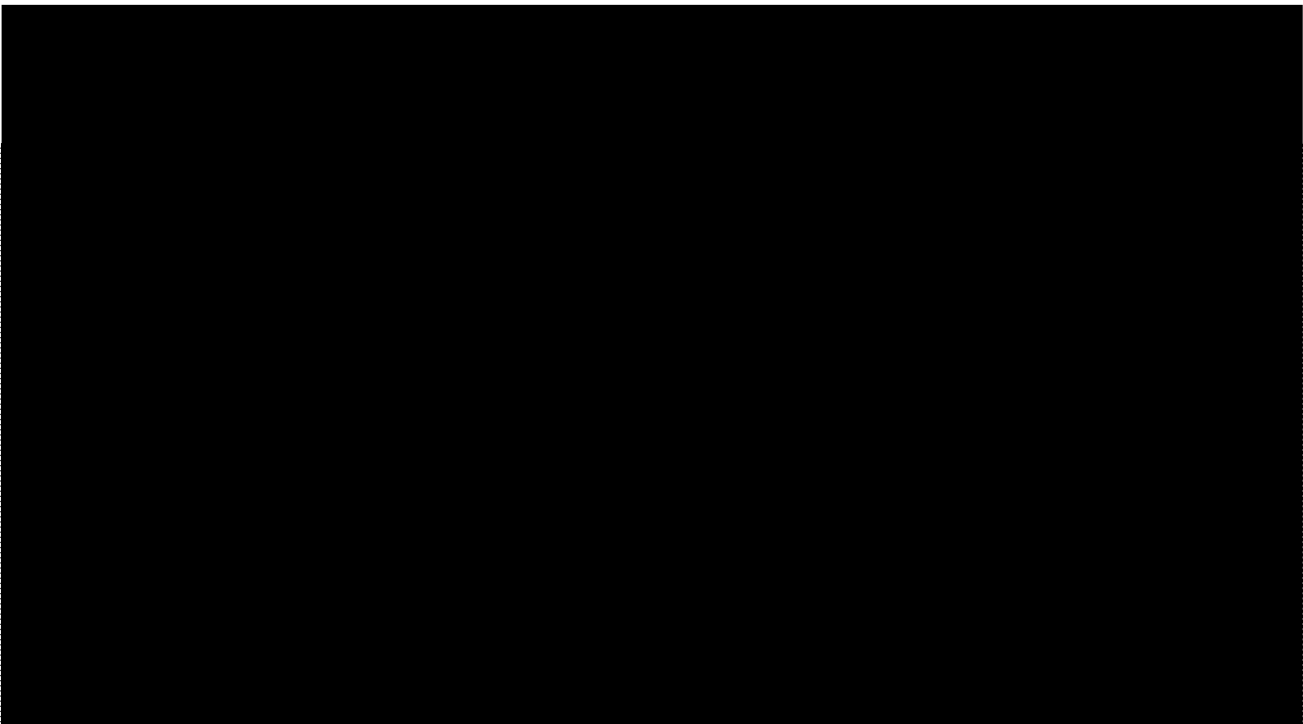




Trade Marks

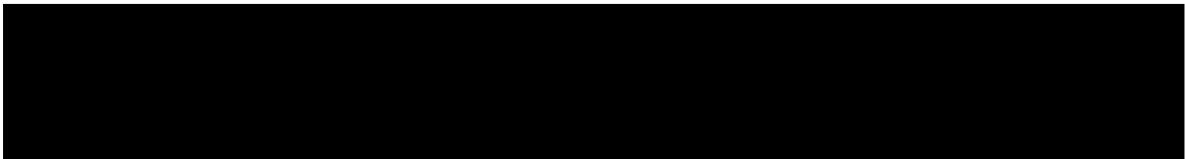
- (a) the trade marks (both registered and unregistered) as set out in Schedule 3; and
- (b) such other trade marks registered during the Term in any part of the Territory predominantly based on the trade marks set out in Schedule 3.



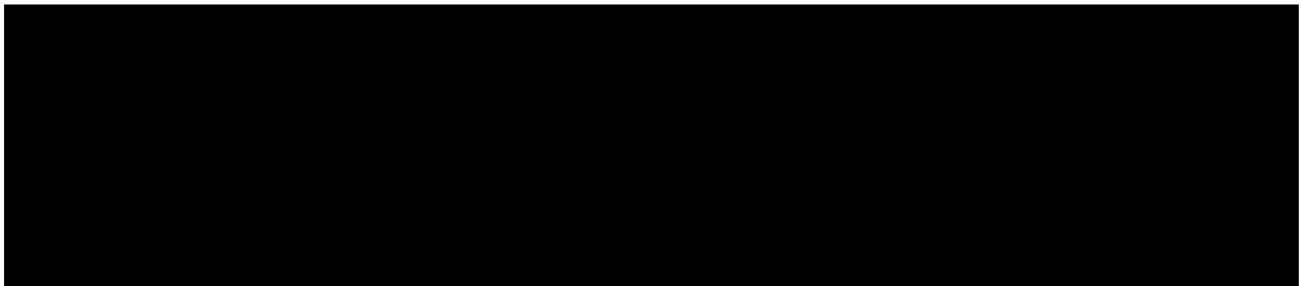


2 CONSIDERATION

2.1 This Assignment is entered into by Levi Roots in consideration of ABWF:



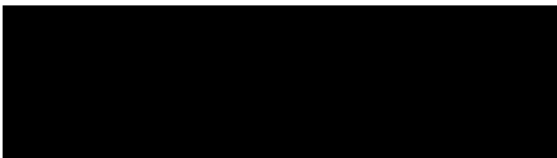
the sufficiency of which is hereby acknowledged by Levi Roots.



3 ASSIGNMENT

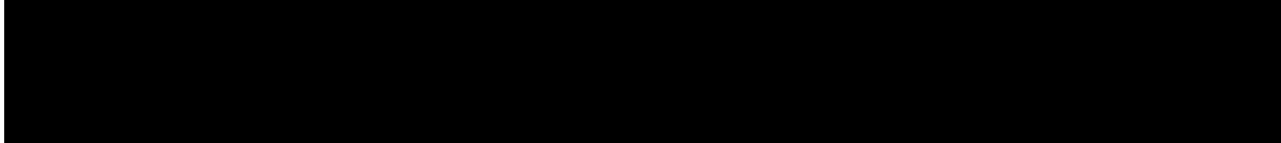
3.1 Effective on and from the date of signature of this Assignment, Levi Roots hereby assigns to ABWF all of his right, title and interest in and to:

3.1.1 the Trade Marks;

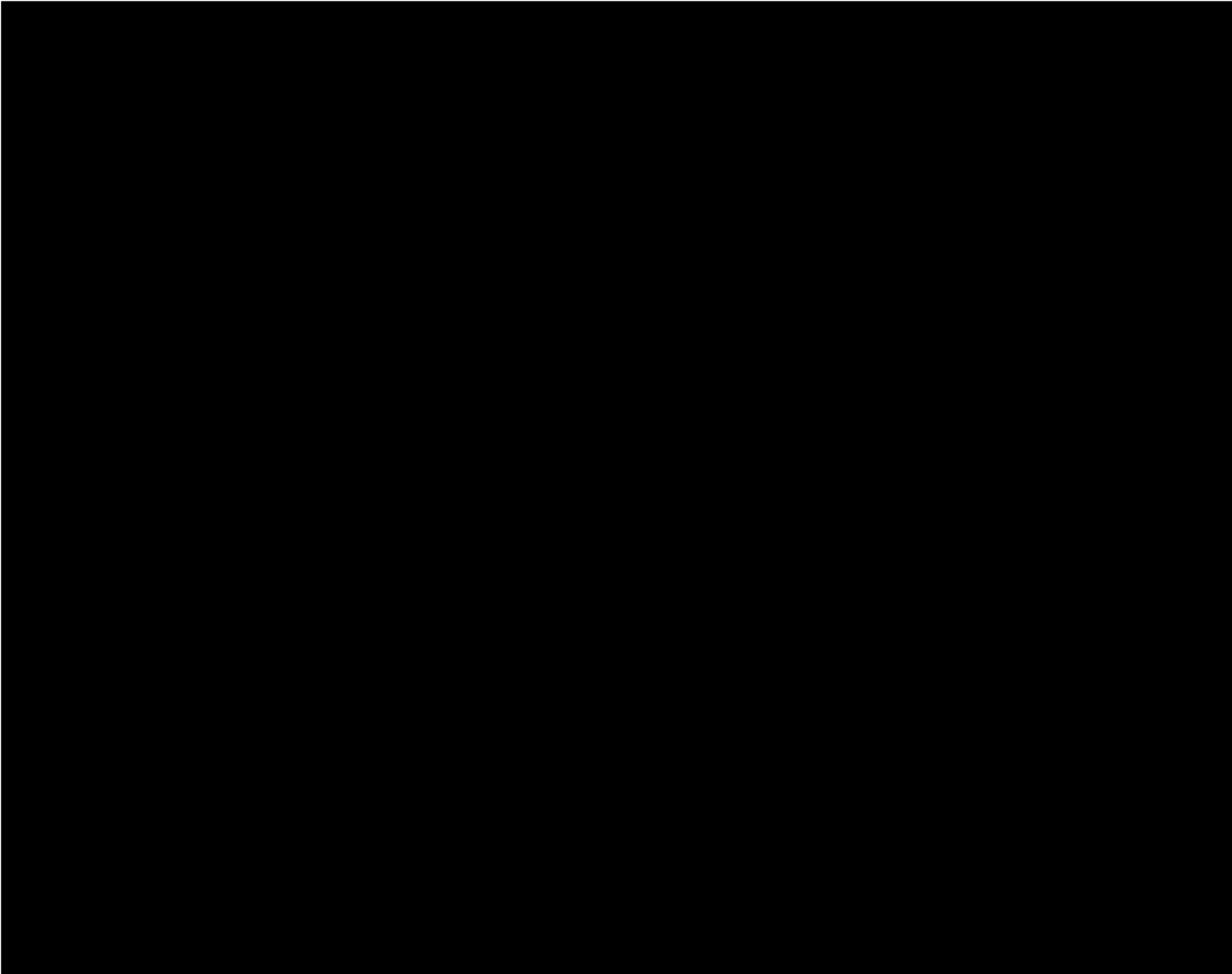


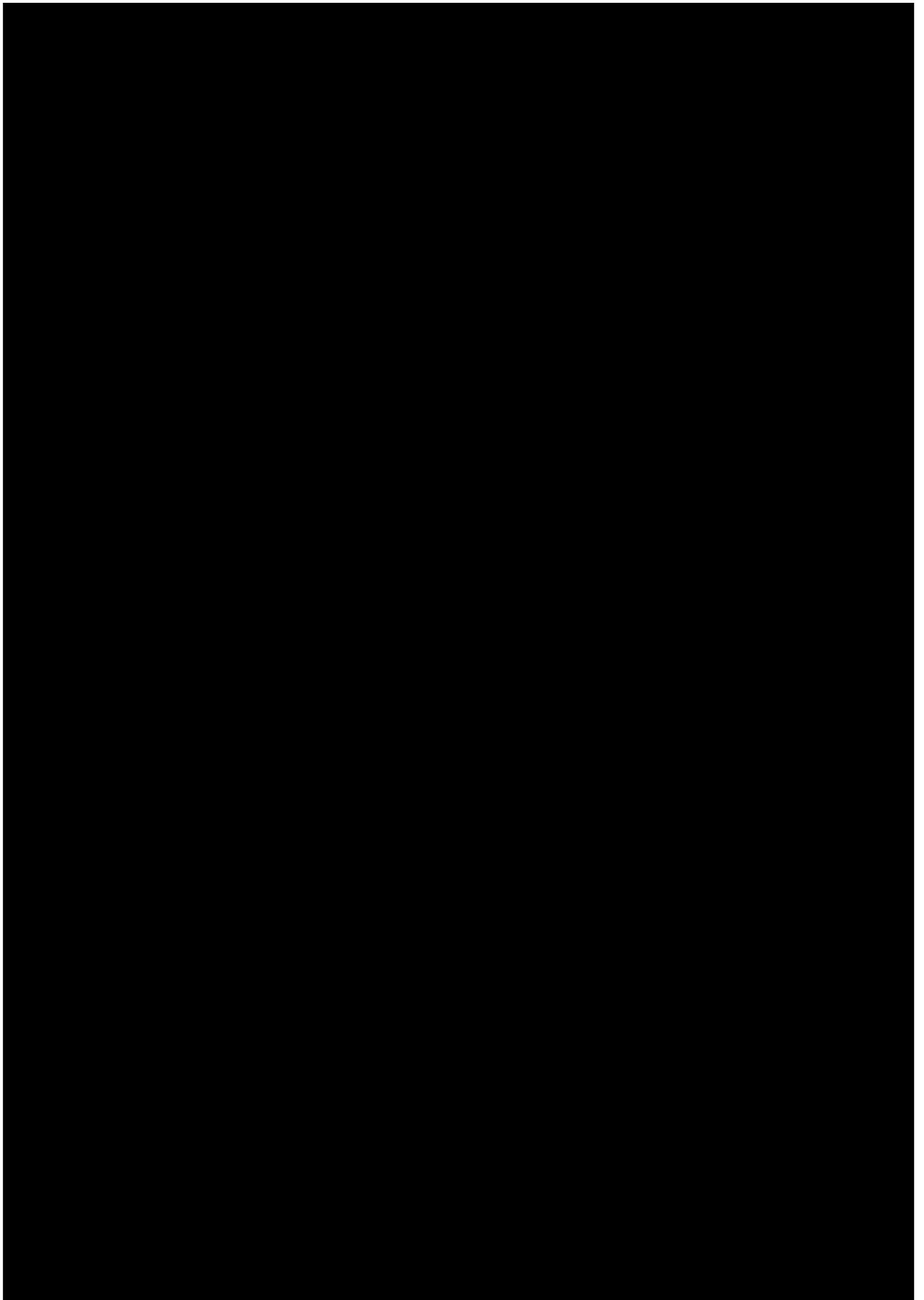
3.2 The assignment made pursuant to clause 3.1 is together with:

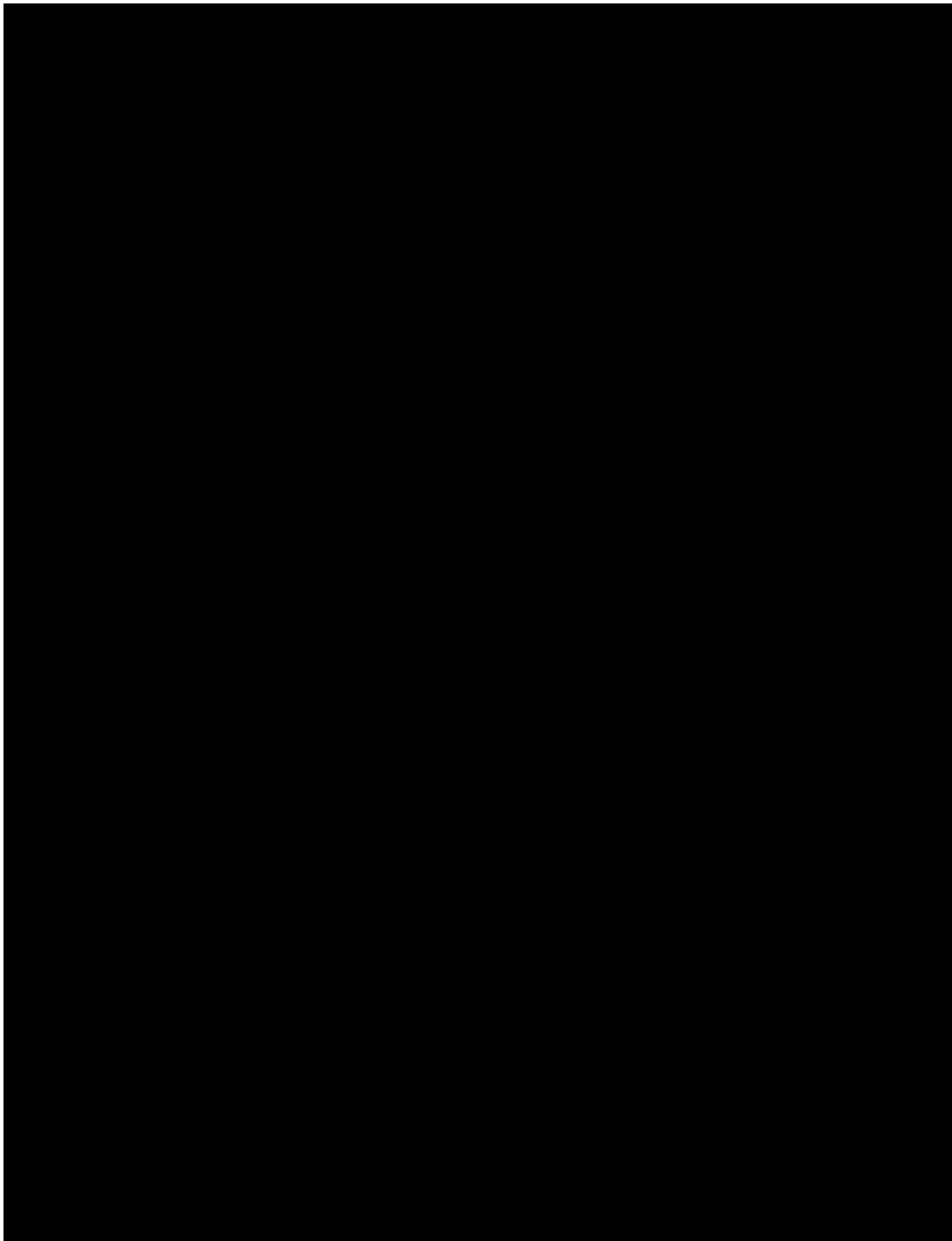
- 3.2.1 all goodwill associated with such Trade Marks, Domain Names and the Original Recipe;
and
- 3.2.2 the right to bring and defend proceedings, and to obtain and retain any relief recovered (including damages or an account of profits), in respect of every act of infringement, or other cause of action arising from ownership of the Trade Marks, Domain Names and the Original Recipe whether occurring before, on or after the date of this Assignment.



- 3.4 Levi Roots agrees and undertakes (at ABWF's request and expense) to execute such documents and perform such acts as may reasonably be required by ABWF to give effect to the assignment at clause 3.1 Without limitation this shall include the provision of online domain name account details and passwords, completion of relevant change of registrant functions and webhosts and the signing of such documents as reasonably required to transfer full technical control and ownership of the Domain Names.





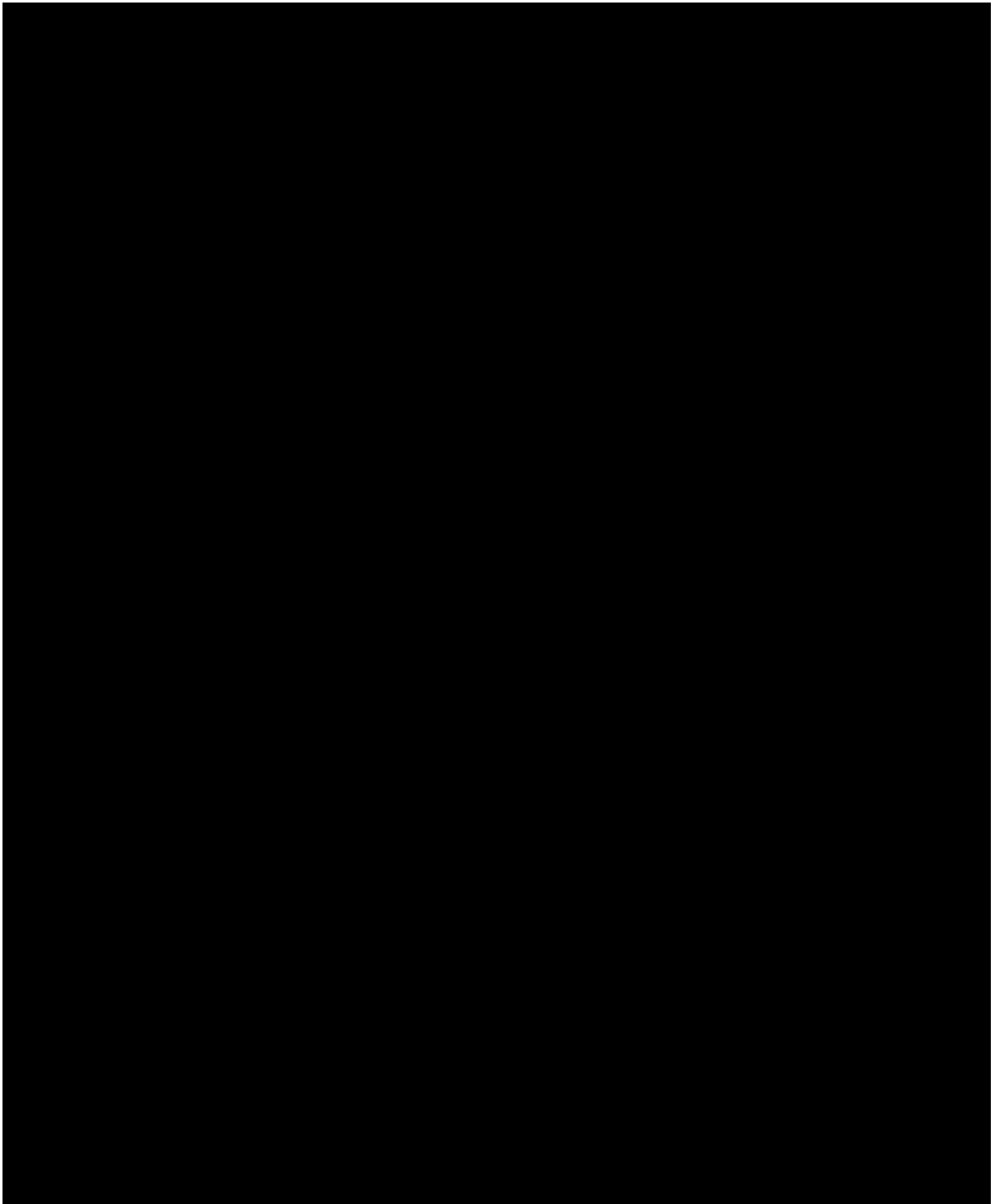


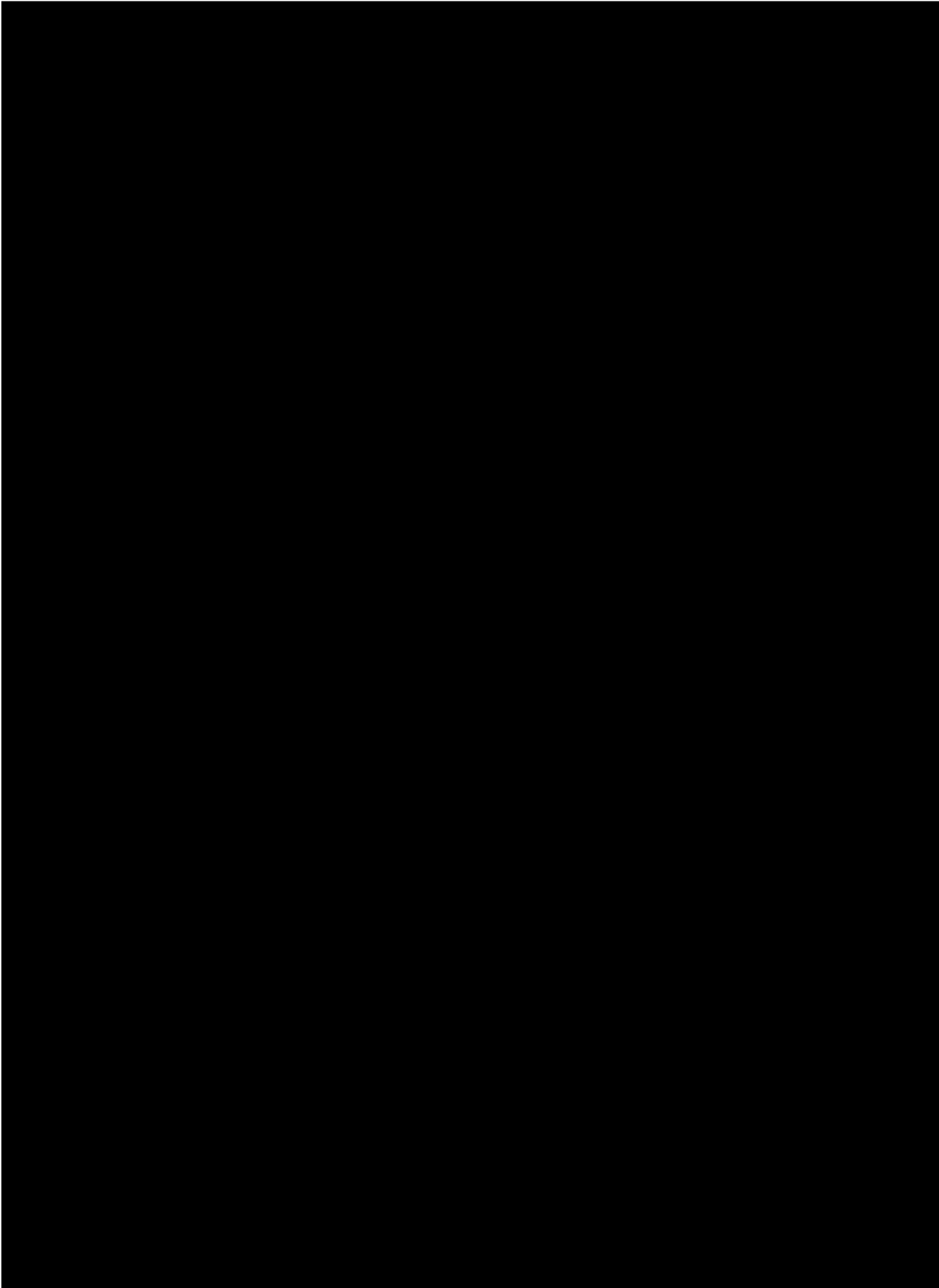
7 QUALITY STANDARDS

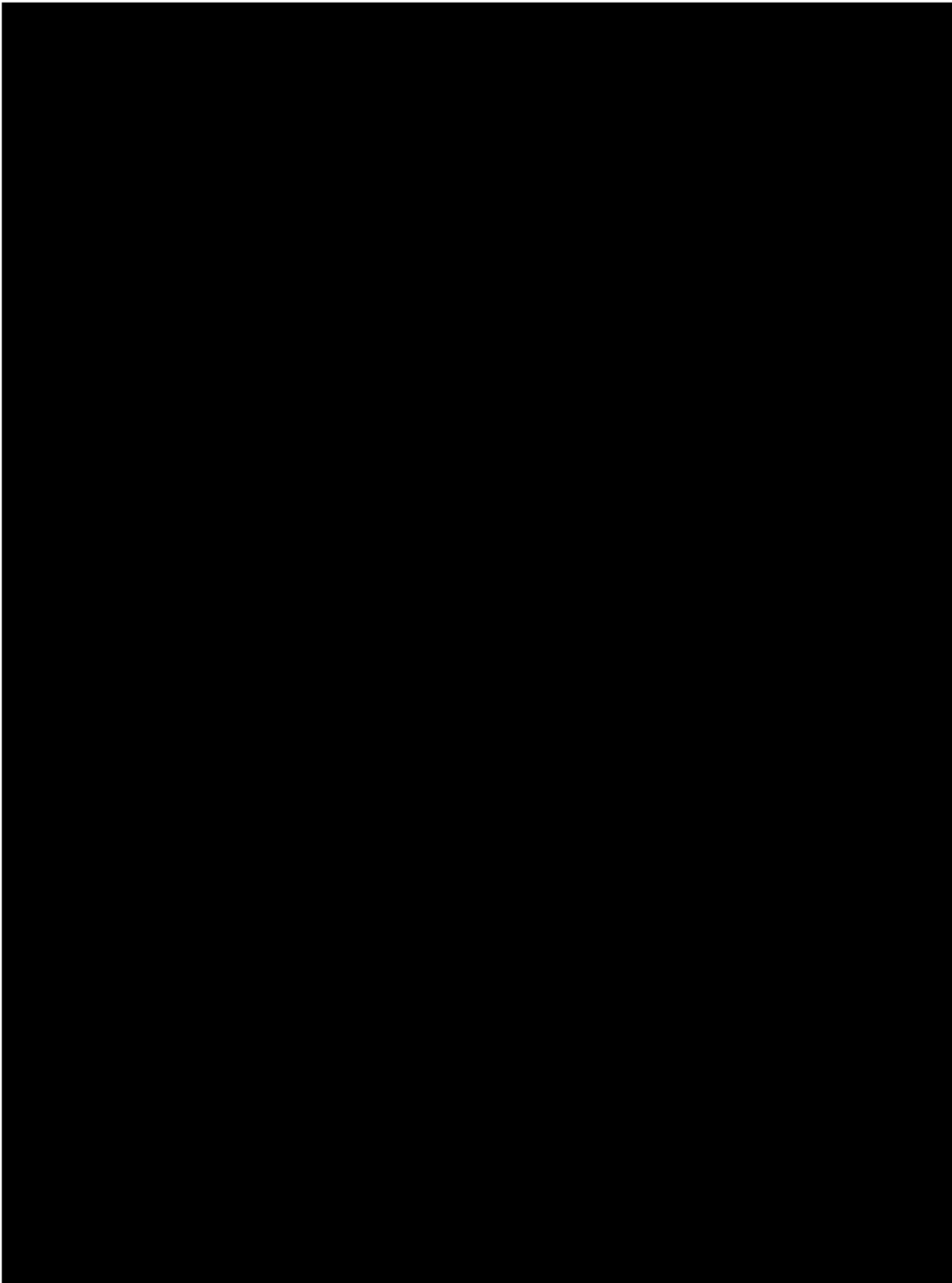
7.1 For the Parties' respective and mutual benefits (as users of the Trade Marks and the Levi Roots Brand) they each agree with and undertake to the other that he/it shall at all times after the date of this Assignment:

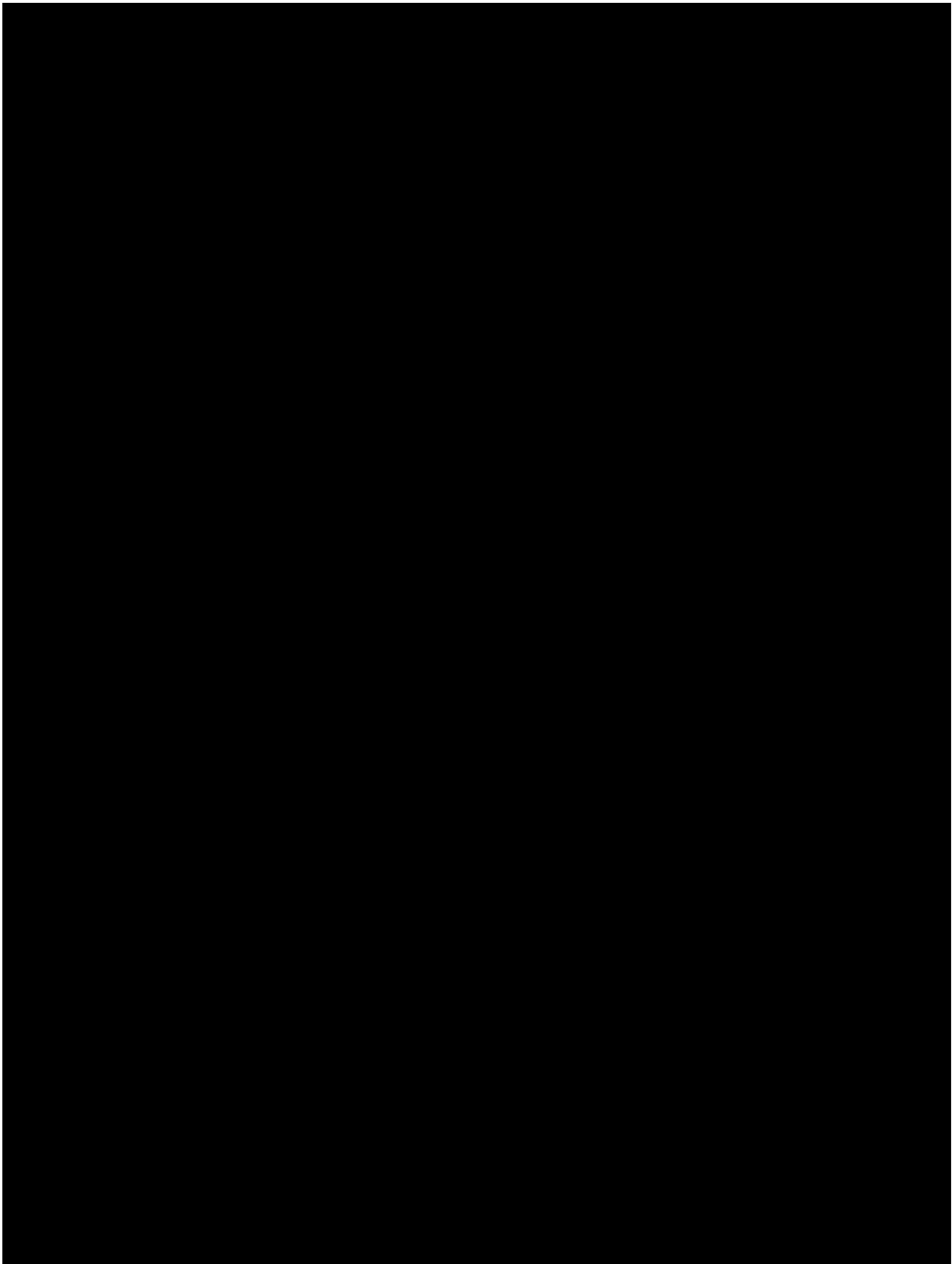
7.1.1 comply with the Quality Standards; and

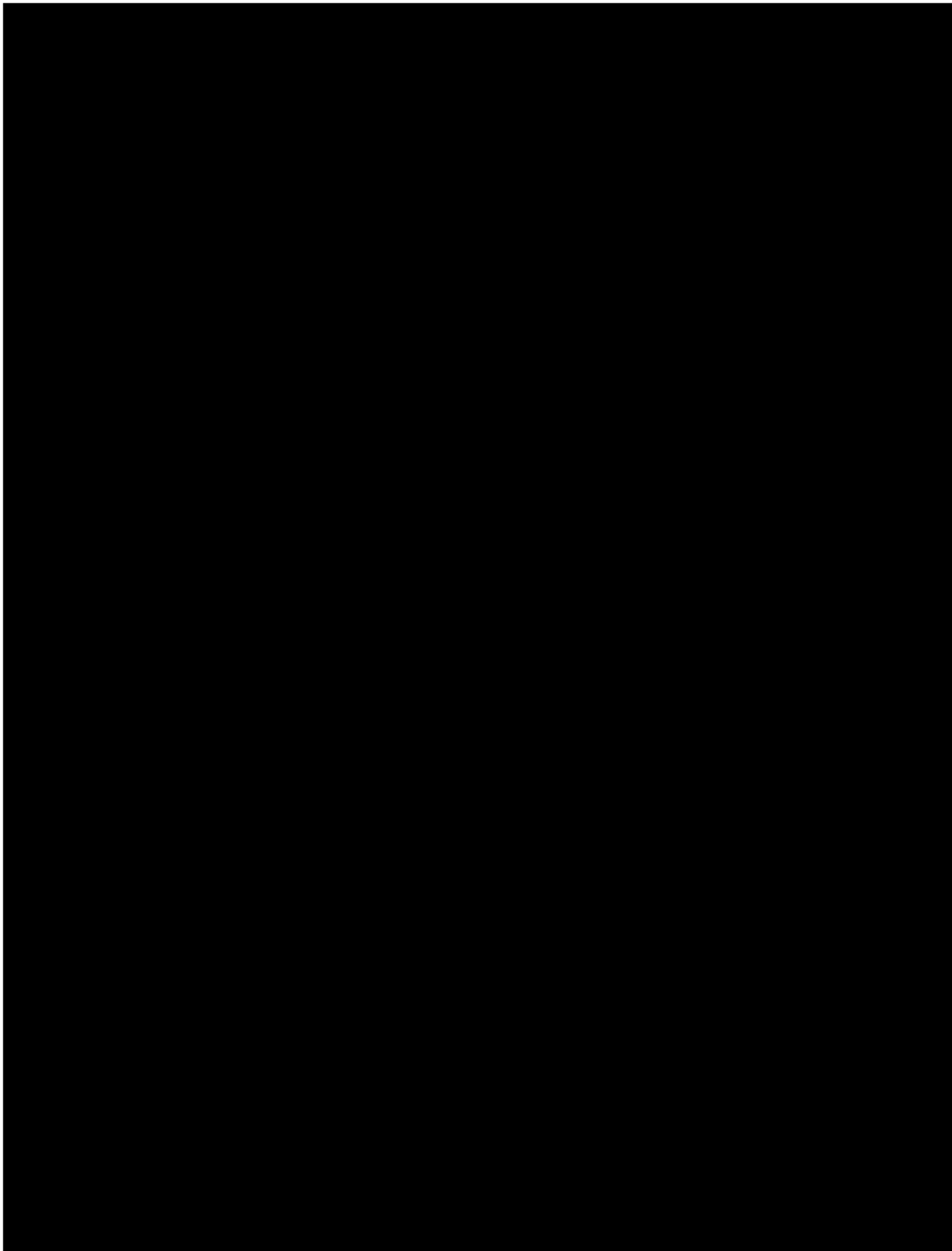
7.1.2 not distribute or supply, nor permit to be distributed or supplied, any goods or services using the Trade Marks or the Levi Roots Brand which do not comply with the Quality Standards.

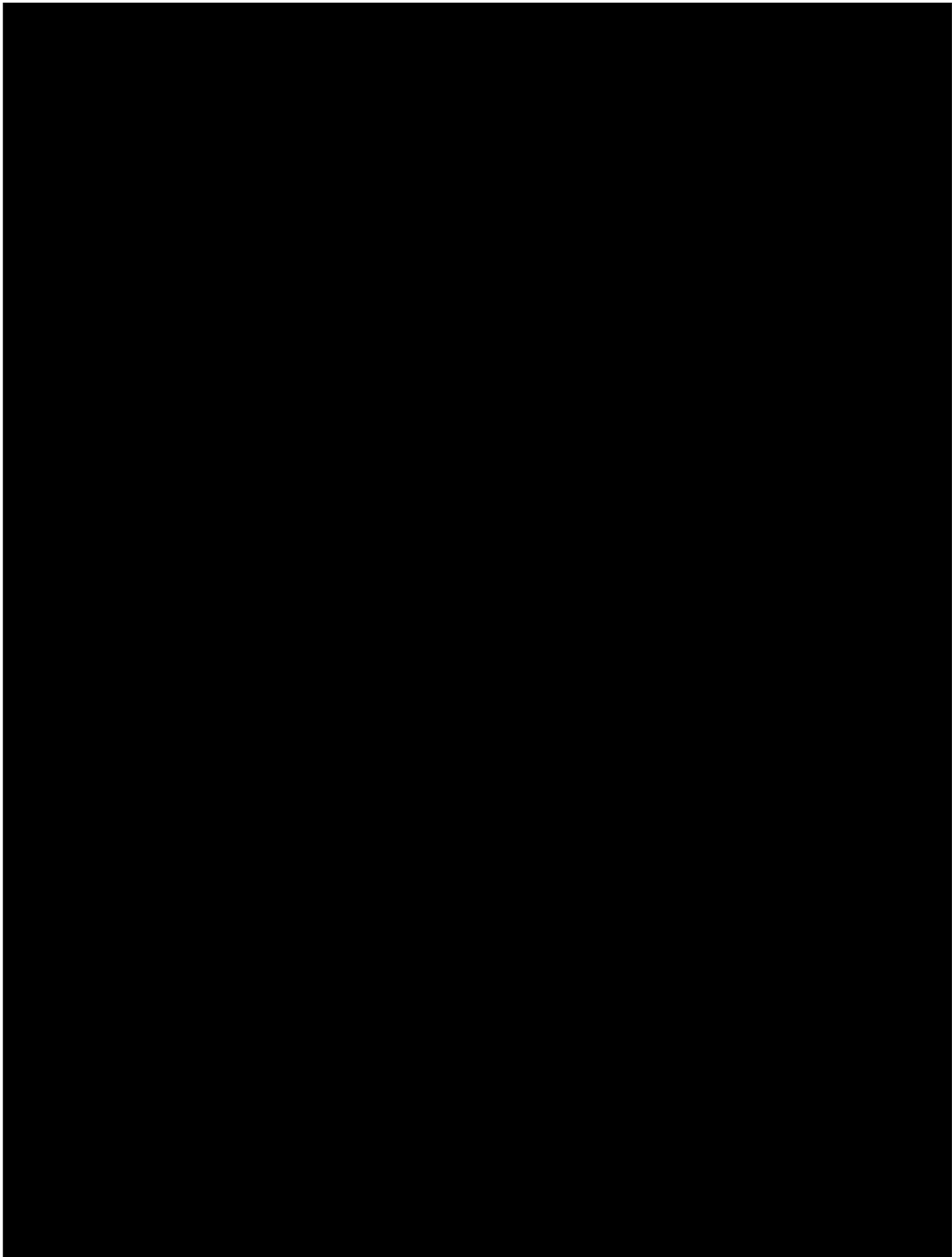


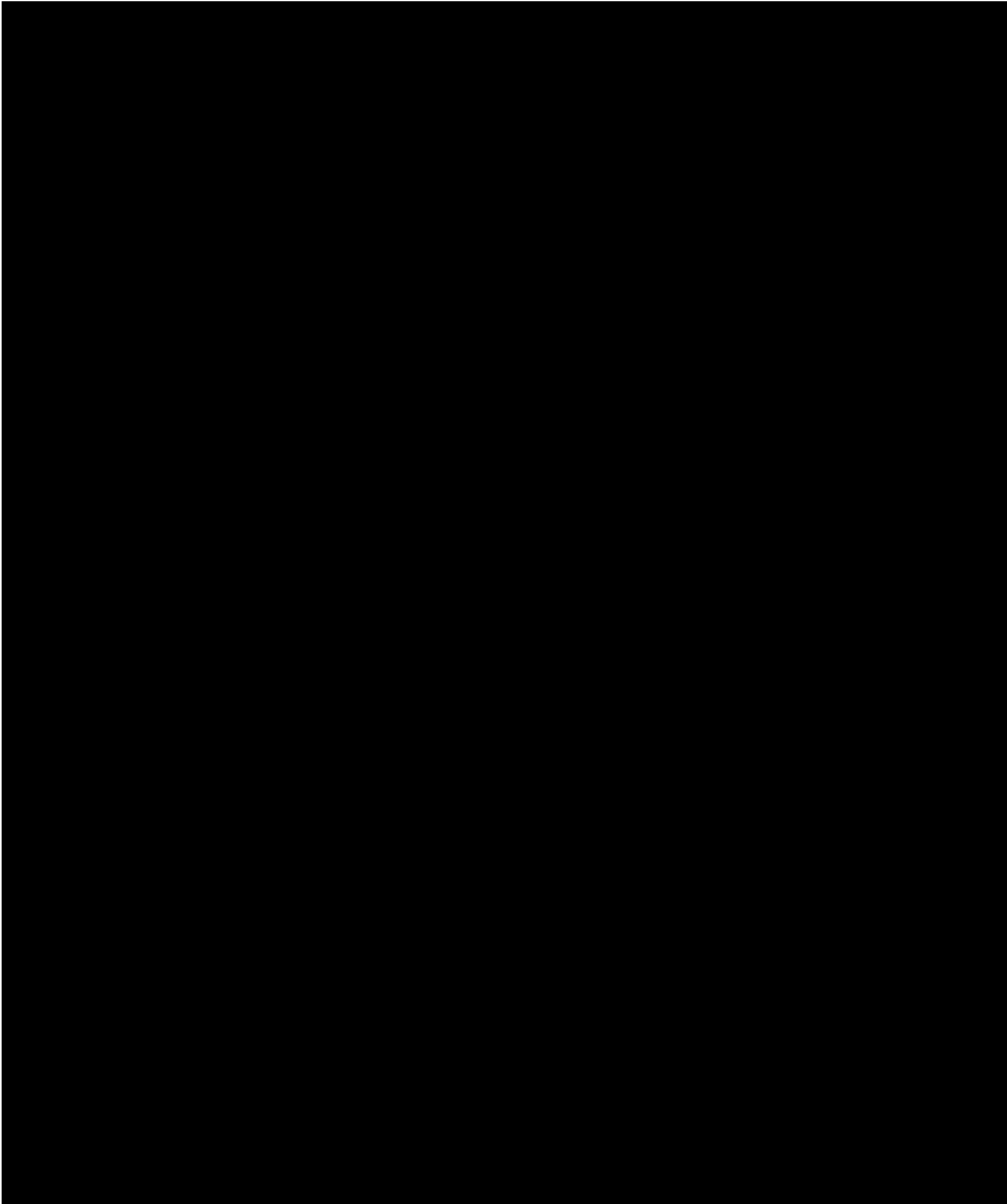


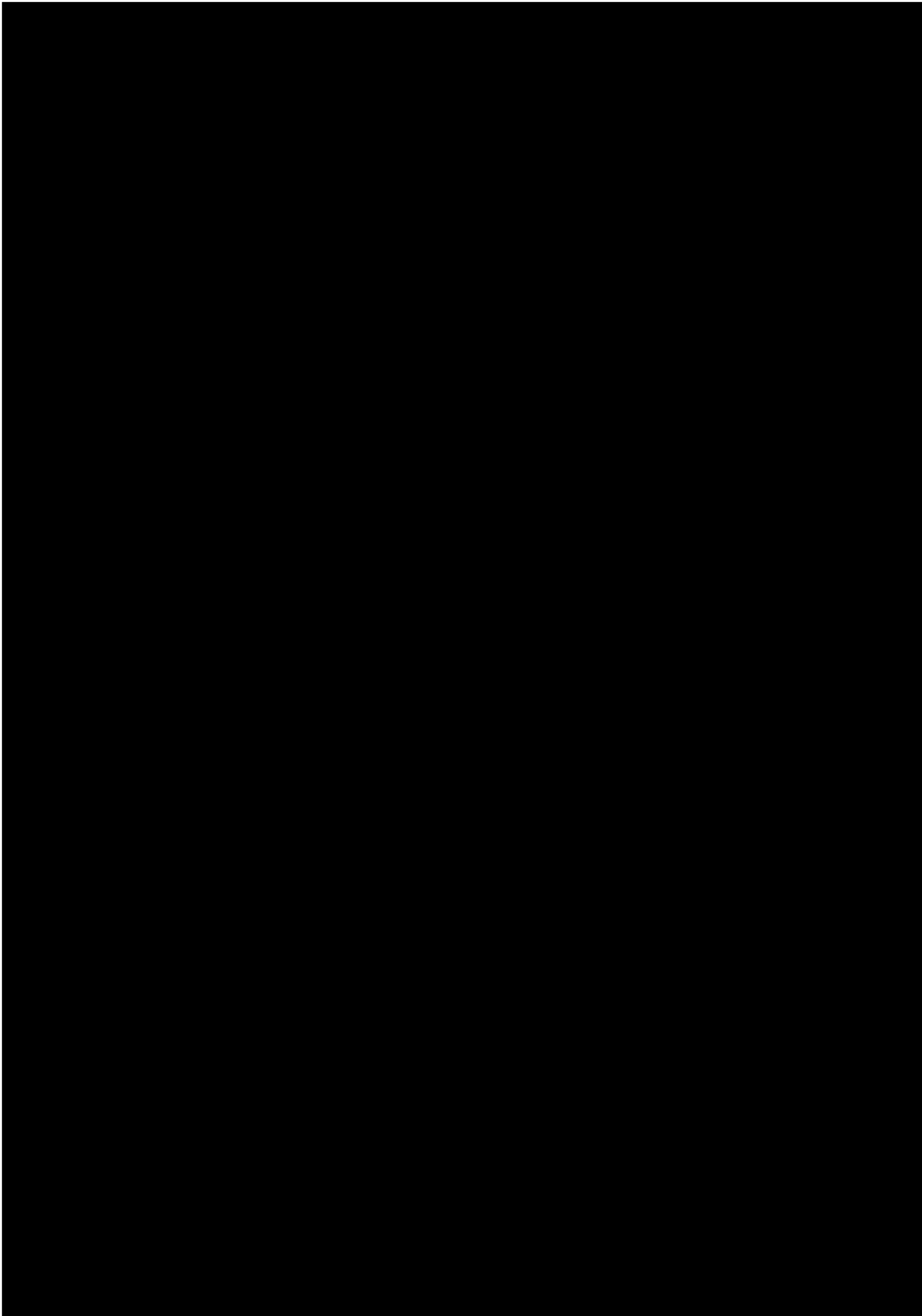


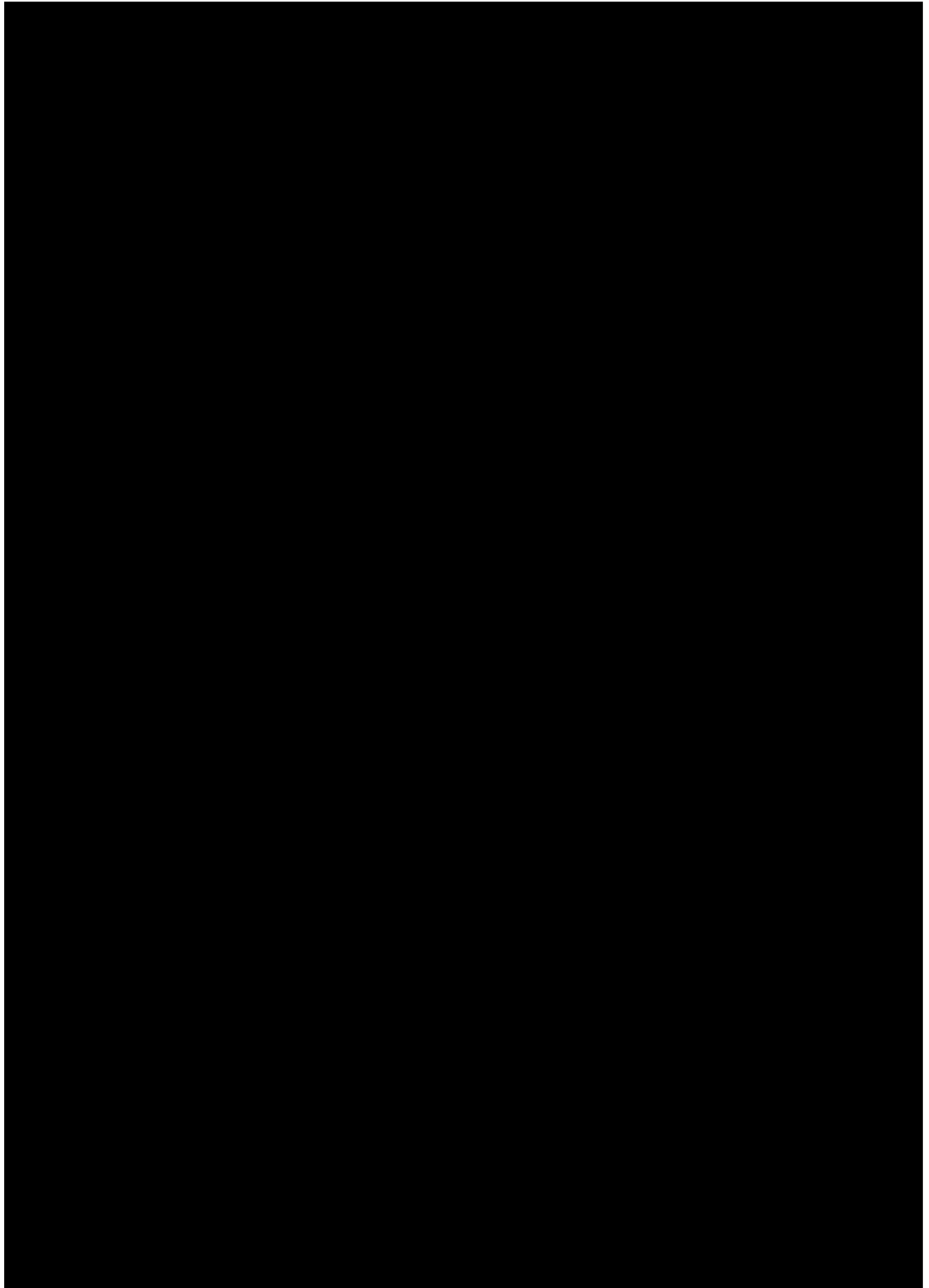


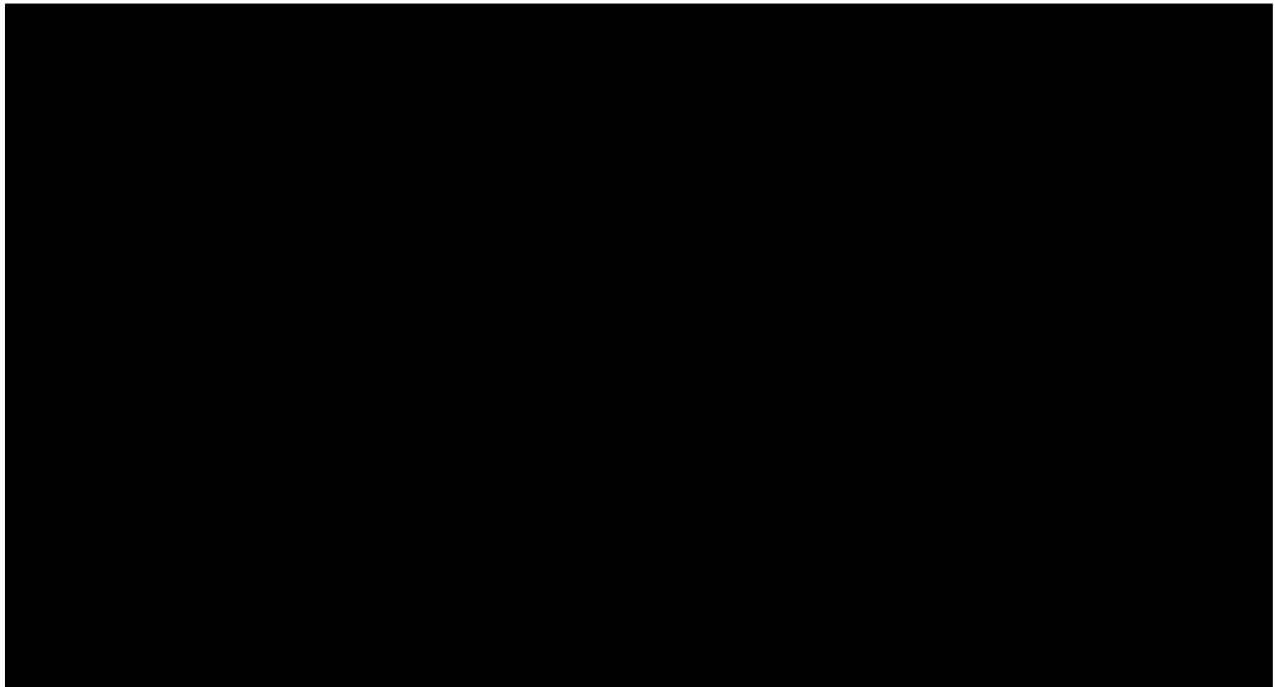


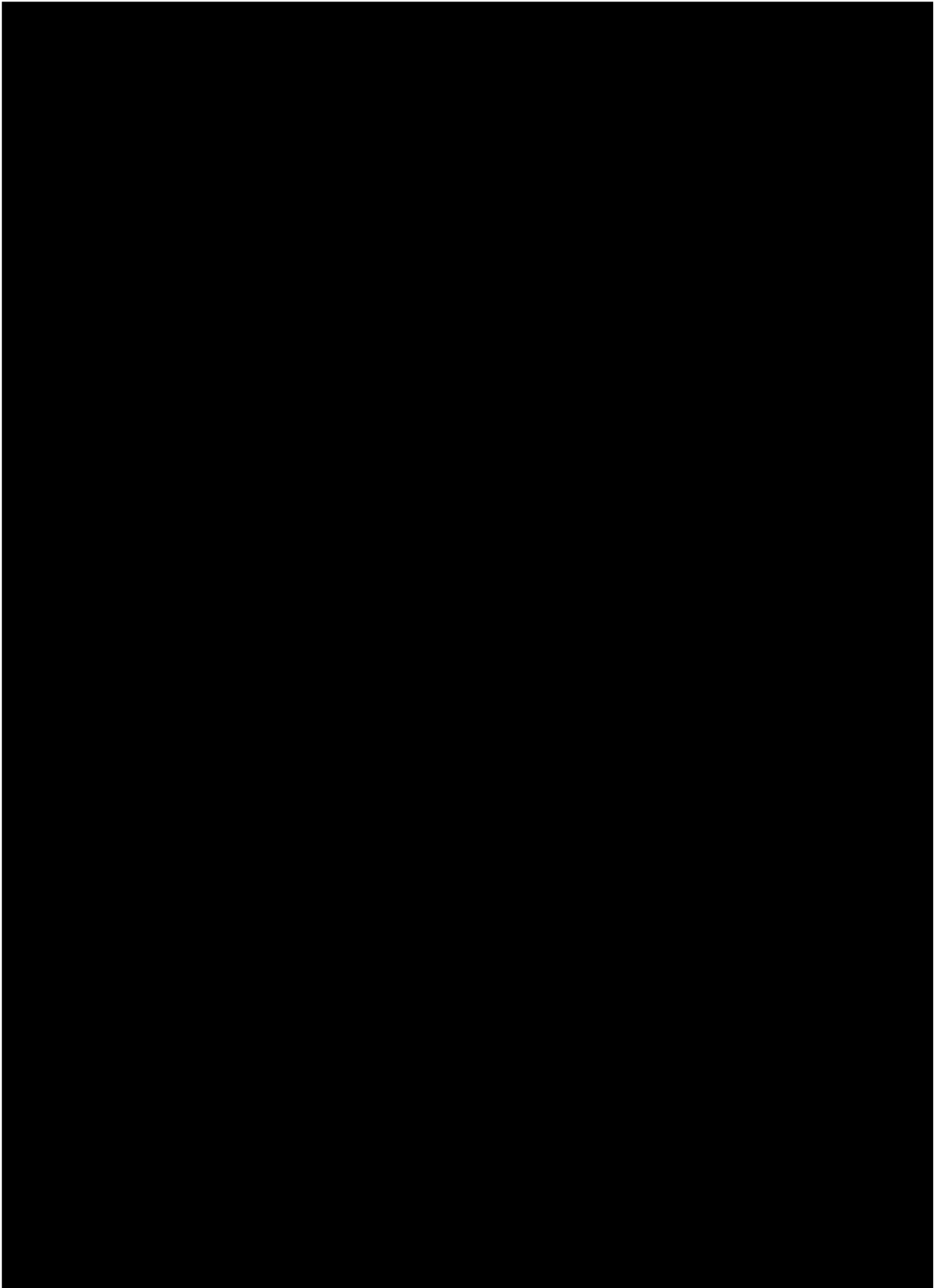


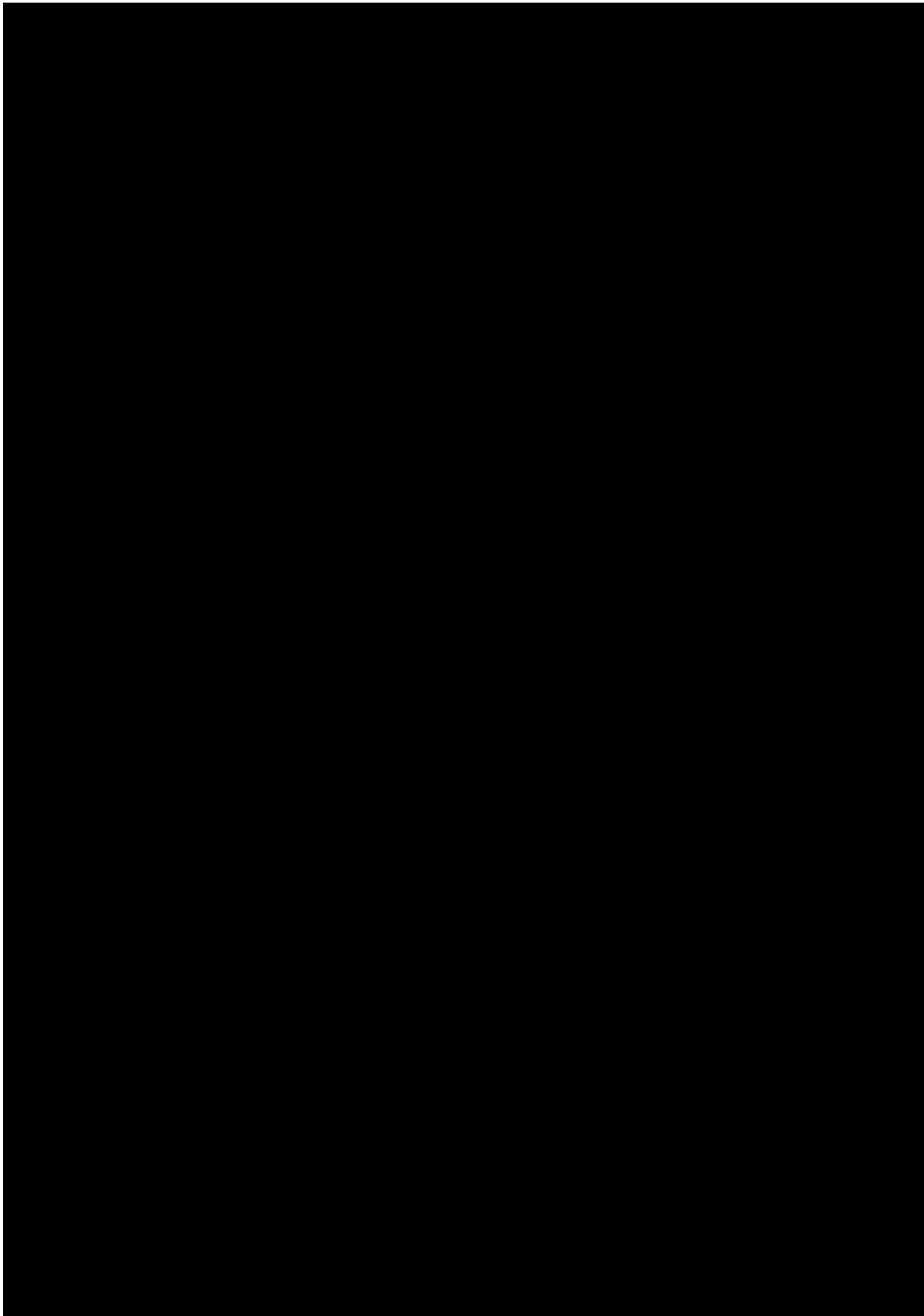


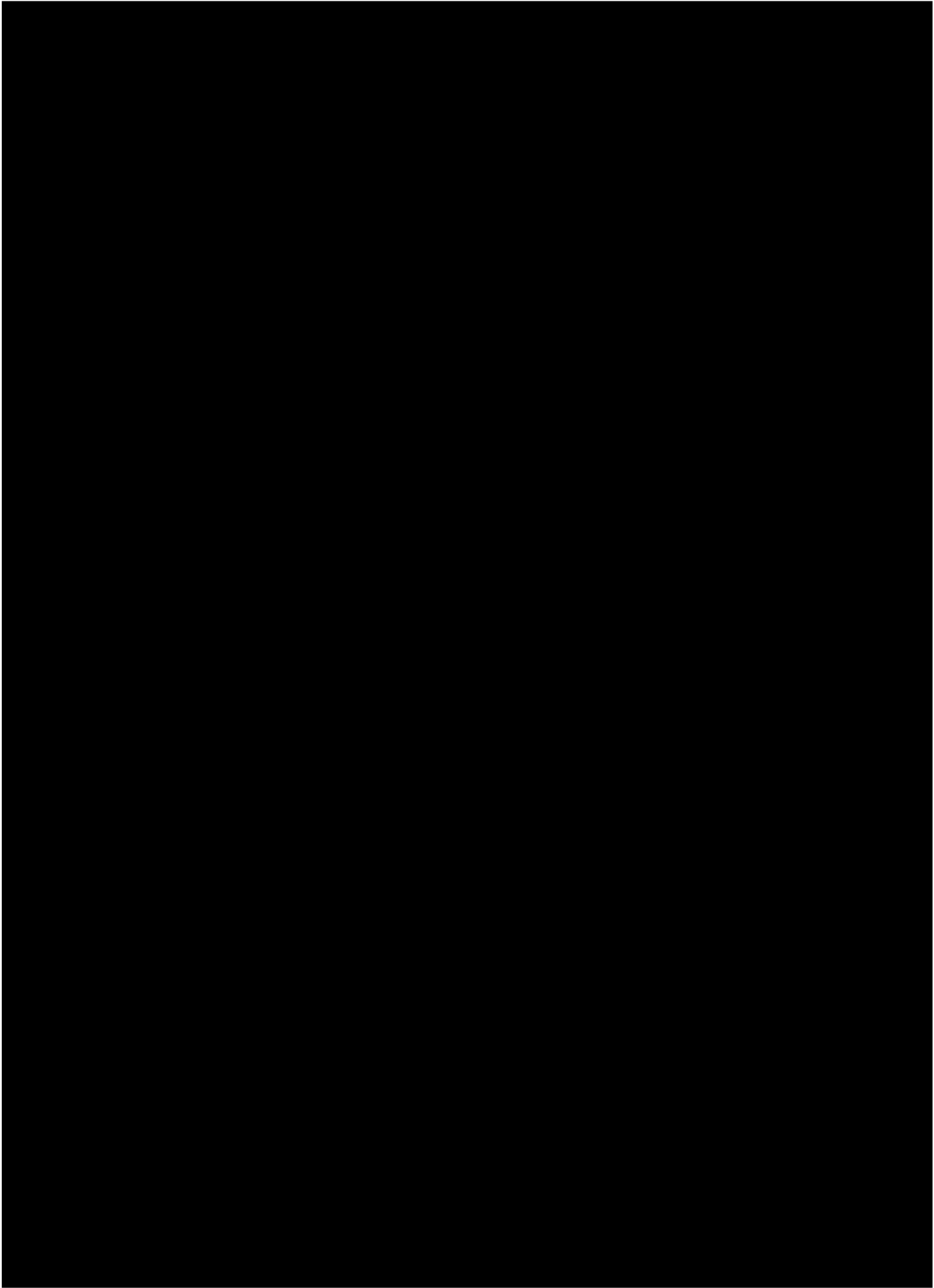


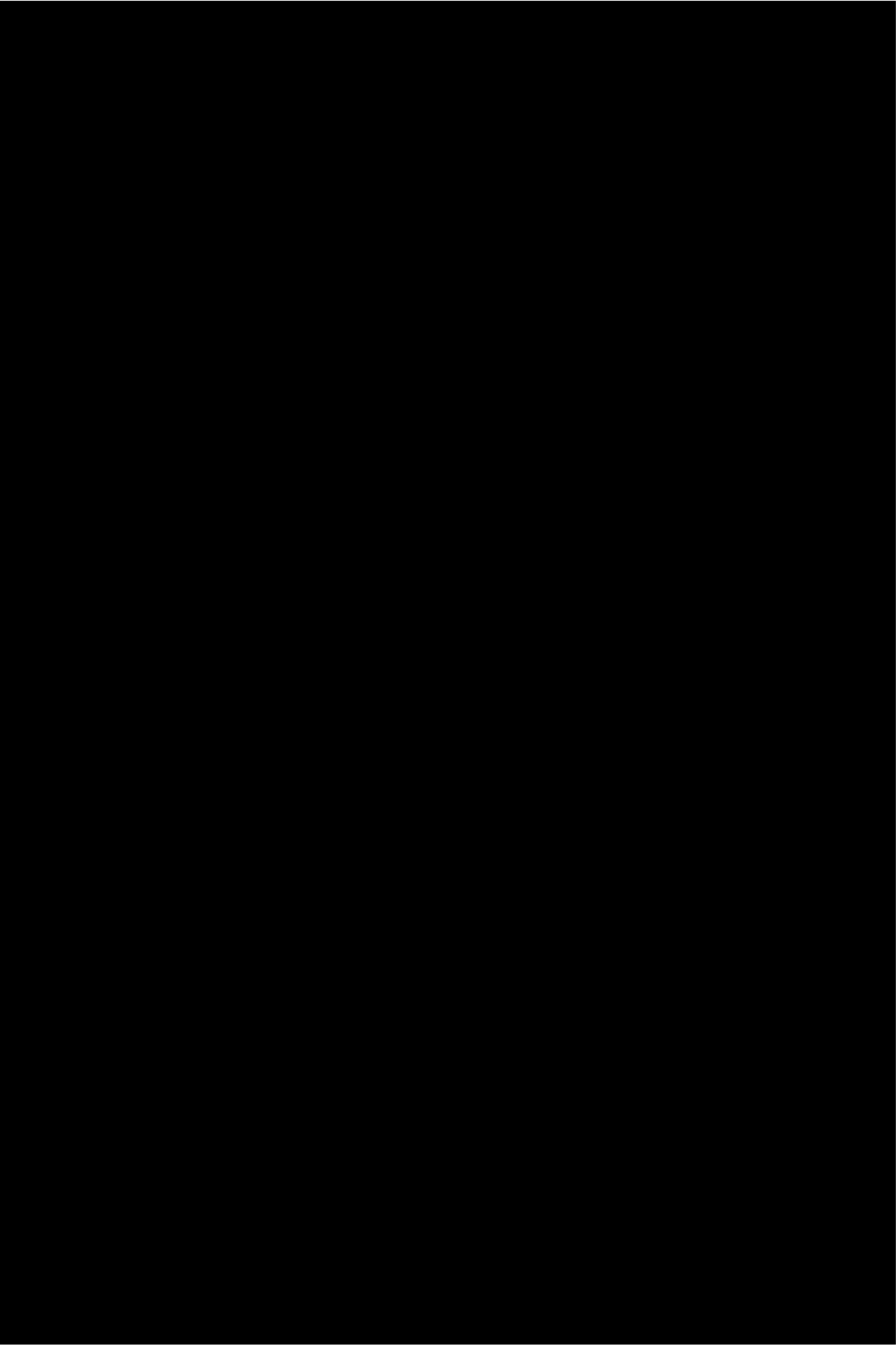


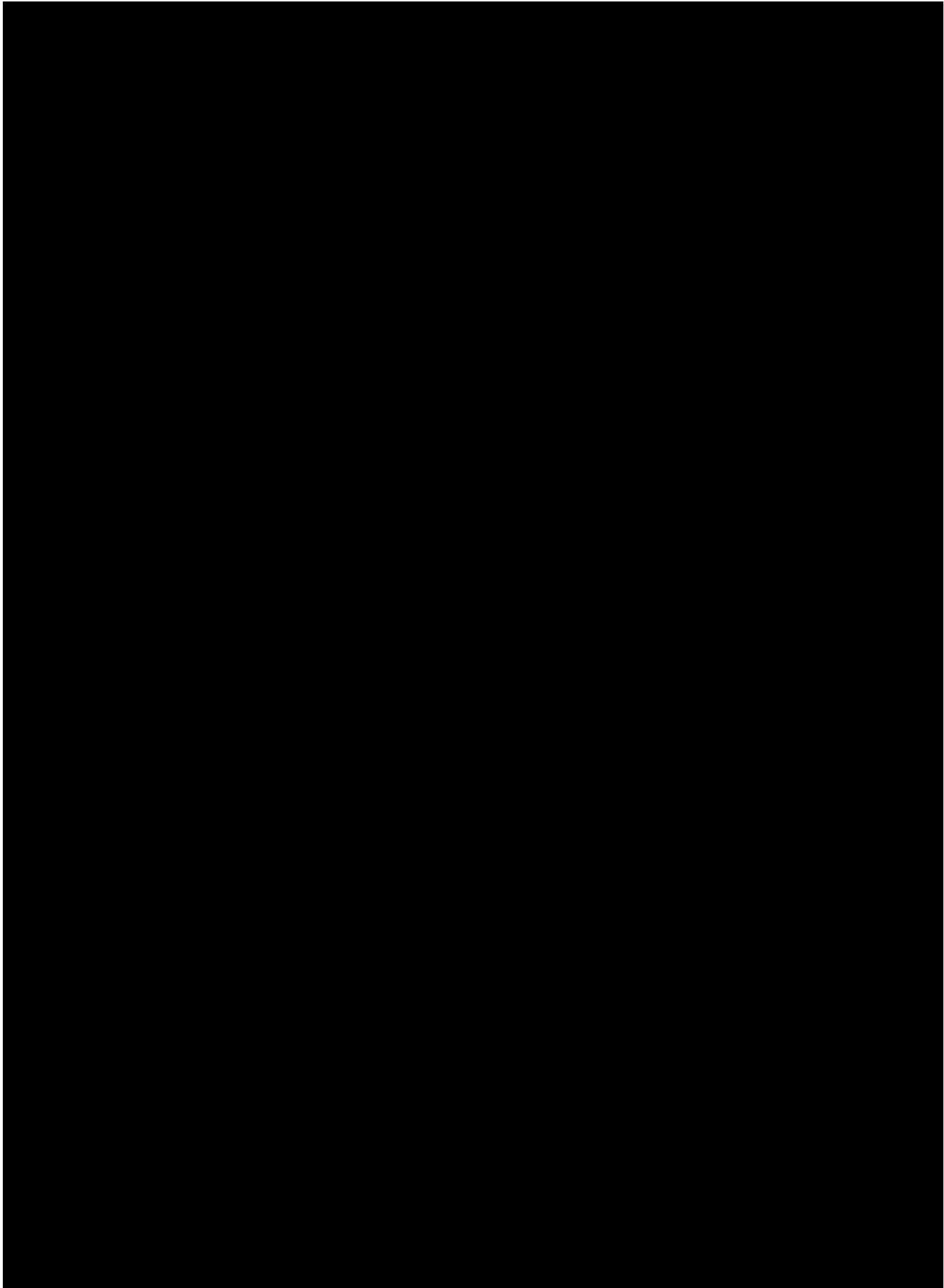


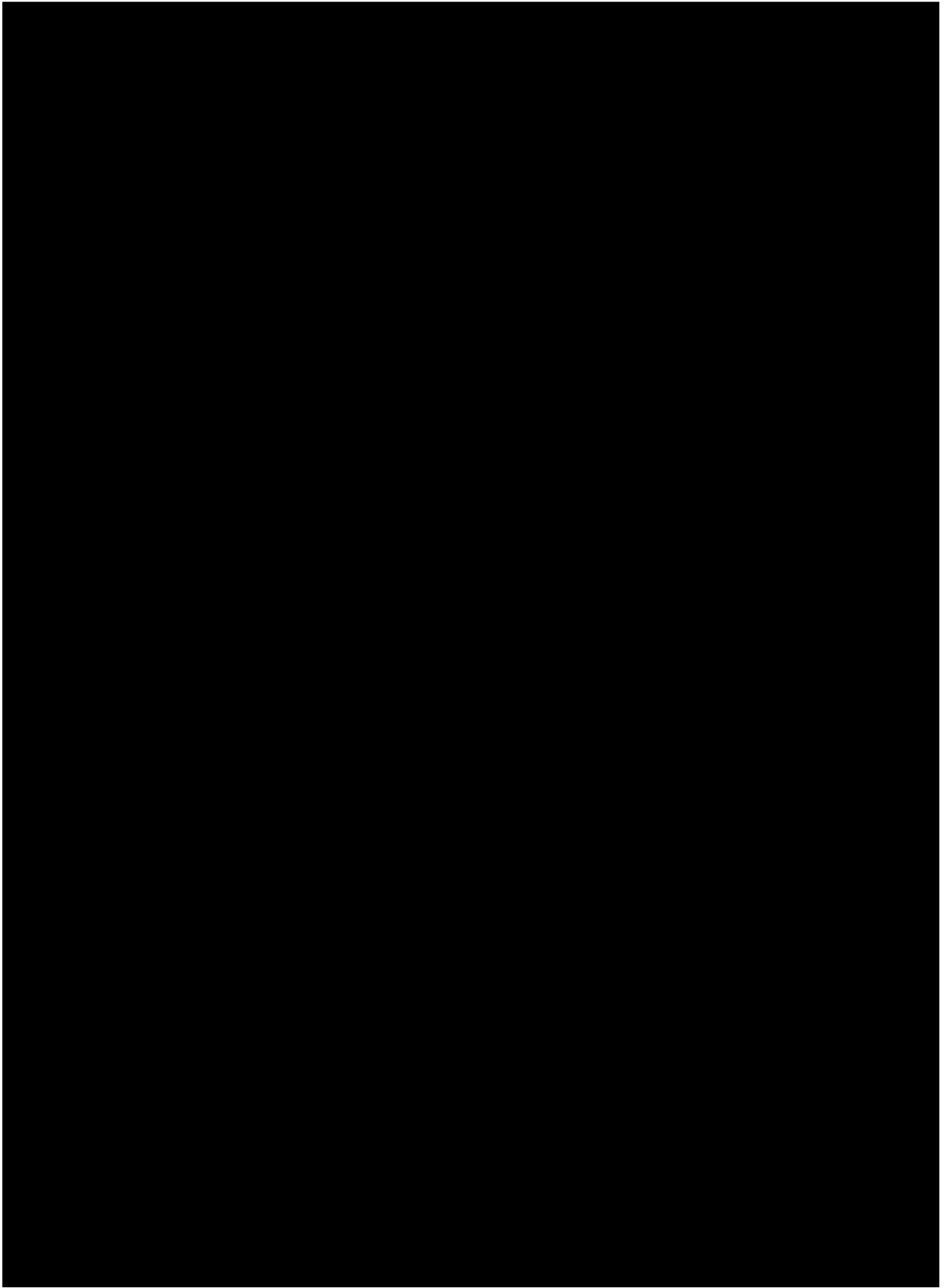














Schedule 3

Trade Marks

File Reference	Application No	Mark	Word or Image	Jurisdiction	Date of Registration	Renewal Date	Status	Classes
ACF/4112874	1482420	LEVI ROOTS	Word	Australia	27-Mar-12	27-Mar-32	Registered	29,30
ACF/4112875	1482437	PUT SOME MUSIC IN YOUR FOOD	Word	Australia	27-Mar-12	27-Mar-32	Registered	29,30
ACF/4112873	1482430	Levi ROOTS	Figurative	Australia	27-Mar-12	27-Mar-32	Registered	29,30
ACF/4112883	1482434	REGGAE REGGAE SAUCE	Word	Australia	27-Mar-12	27-Mar-32	Registered	29,30
	TMA865047	REGGAE REGGAE	Word	Canada	14-Nov-13	14-Nov-28	Registered	29,30,32
	TMA865048	REGGAE REGGAE SAUCE	Word	Canada	14-Nov-13	14-Nov-28	Registered	16,29,30
	TMA868761	PUT SOME MUSIC IN YOUR GLASS	Word	Canada	10-Jan-14	10-Jan-29	Registered	30,32

221214 Trade Mark Assignment and Brand Licence Levi Roots to ABWF FINAL

ACF/4112862	10662881	Levi ROOTS	Figurative	EUTM	30-Jul-12	21-Feb-32	Registered	8,16,21,24,29,30,32,33,35,41
ACF/4112876	10662757	LEVI ROOTS	Word	EUTM	31-Jul-12	21-Feb-32	Registered	9,16,29,30,41,43
ACF/4112861	10662997	Levi Roots ReGGAE ReGGae sauce/BBq PUT SOME MUSIC IN YOUR FOOD	Figurative	EUTM	30-Jul-12	21-Feb-32	Registered	16,30
ACF/4112860	10662567	PUT SOME MUSIC IN YOUR GLASS	Word	EUTM	08-Jun-12	21-Feb-32	Registered	32,33
ACF/4112863	10662815	REGGAE REGGAE	Word	EUTM	23-Aug-12	21-Feb-32	Registered	8,21,24,29,30,32,33,35,41
ACF/4112866	10662682	REGGAE REGGAE SAUCE	Word	EUTM	09-Jan-15	21-Feb-32	Registered	16,29,30,41
ACF/4112868	910662881	Levi ROOTS	Figurative	United Kingdom	21-Feb-12	21-Feb-32	Registered	8,16,21,24,29,30,32,33,35,41
ACF/3106805	44924	LEVI ROOTS	Word	Trinidad and Tobago	16-Feb-12	Awaited	Registered	30

221214 Trade Mark Assignment and Brand Licence Levi Roots to ABWF FINAL

ACF/4112865	44922	LEVI ROOTS	Word	Trinidad and Tobago	16-Feb-12	Awaited	Registered	30
ACF/3106805	44923	PUT SOME MUSIC IN YOUR FOOD	Word	Trinidad and Tobago	16-Feb-12	Awaited	Registered	30
FCR/3106805	44939	REGGAE REGGAE	Word	Trinidad and Tobago	23-Feb-12	22-Feb-32	Registered	30
ACF/3106805	44925	REGGAE REGGAE SAUCE	Word	Trinidad and Tobago	16-Feb-12	15-Feb-32	Registered	30
ACF/4112877	2613426	PUT SOME MUSIC IN YOUR FOOD	Word	United Kingdom	09-Mar-12	09-Mar-32	Registered	8,16,21,24,25,29,30,32,33,3 5,41,43
FCR/ACF/3106833	2627615	REGGAE	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	21,29,30,32,33,35,41,43
FCR/ACF/3106833	2627617	Levi ROOTS	Figurative	United Kingdom	12-Jul-12	12-Jul-32	Registered	25,29,30,32,33,35,41,43
ACF/FCR/3106833	2627614	LEVI ROOTS	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	25,29,30,32,33,35,41,43

221214 Trade Mark Assignment and Brand Licence Levi Roots to ABWF FINAL

ACF/3106833	2627620	PUT SOME MUSIC IN YOUR FOOD	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	29,30,35,43
FCR/ACF/3106833	2627616	REGGAE REGGAE	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	25,29,30,32,33,35,41,43
FCR/ACF/3106833	2627618	REGGAE REGGAE SAUCE	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	29,30,35,43
ACF/3106833	2627619	REGGAE SAUCE	Word	United Kingdom	12-Jul-12	12-Jul-32	Registered	29,30,35,43
	3028539	REGGAE KITCHEN	Figurative	United Kingdom	30-Oct-13	30-Oct-23	Registered	29,30,31,32
ACF/4112879	910662682	REGGAE REGGAE SAUCE	Word	United Kingdom	09-Jan-15	21-Feb-32	Registered	16,29,30,41
ACF/3005117	2446304	PUT SOME MUSIC IN YOUR FOOD	Word	United Kingdom	10-Feb-07	10-Feb-27	Registered	29,30,43
ACF/3005117	2446546	Roots Reggae Reggae	Word	United Kingdom	10-Feb-07	10-Feb-27	Registered	29,30

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ACF/3005117	2447734	RASTARANT	Word	United Kingdom	26-Feb-07	26-Feb-27	Registered	43
FCR/3005117	2471879	LEVI ROOTS	Word	United Kingdom	08-Nov-07	08-Nov-27	Registered	9,16,29,30,41,43
	2474389	Reggae kitchen	Figurative	United Kingdom	07-Dec-07	07-Dec-27	Registered	35
FCR/3809005	3360503	REGGAENNAISE	Word	United Kingdom	13-Dec-18	13-Dec-28	Registered	30
FCR/3813836	2511363	LEVI ROOTS	Word	United Kingdom	17-Mar-09	17-Mar-29	Registered	8,21,24,29,30,32,33,35,41
FCR/3813844	2511359	PUT MUSIC IN YOUR FOOD	Word	United Kingdom	17-Mar-09	17-Mar-29	Registered	8,16,21,24,25,29,30,32,33,3
FCR/3813845	2511353	Roots Reggae Reggae	Word	United Kingdom	17-Mar-09	17-Mar-29	Registered	8,16,21,24,29,30,32,33,35,4
	2525720	SUNSHINE KIT	Word	United Kingdom	05-Sep-09	05-Sep-29	Registered	29,30,31
ACF/FCR/3813841	2530242	RASTA PASTA	Word	United Kingdom	29-Oct-09	29-Oct-29	Registered	30

221214 Trade Mark Assignment and Brand Licence Levi Roots to ABWF FINAL

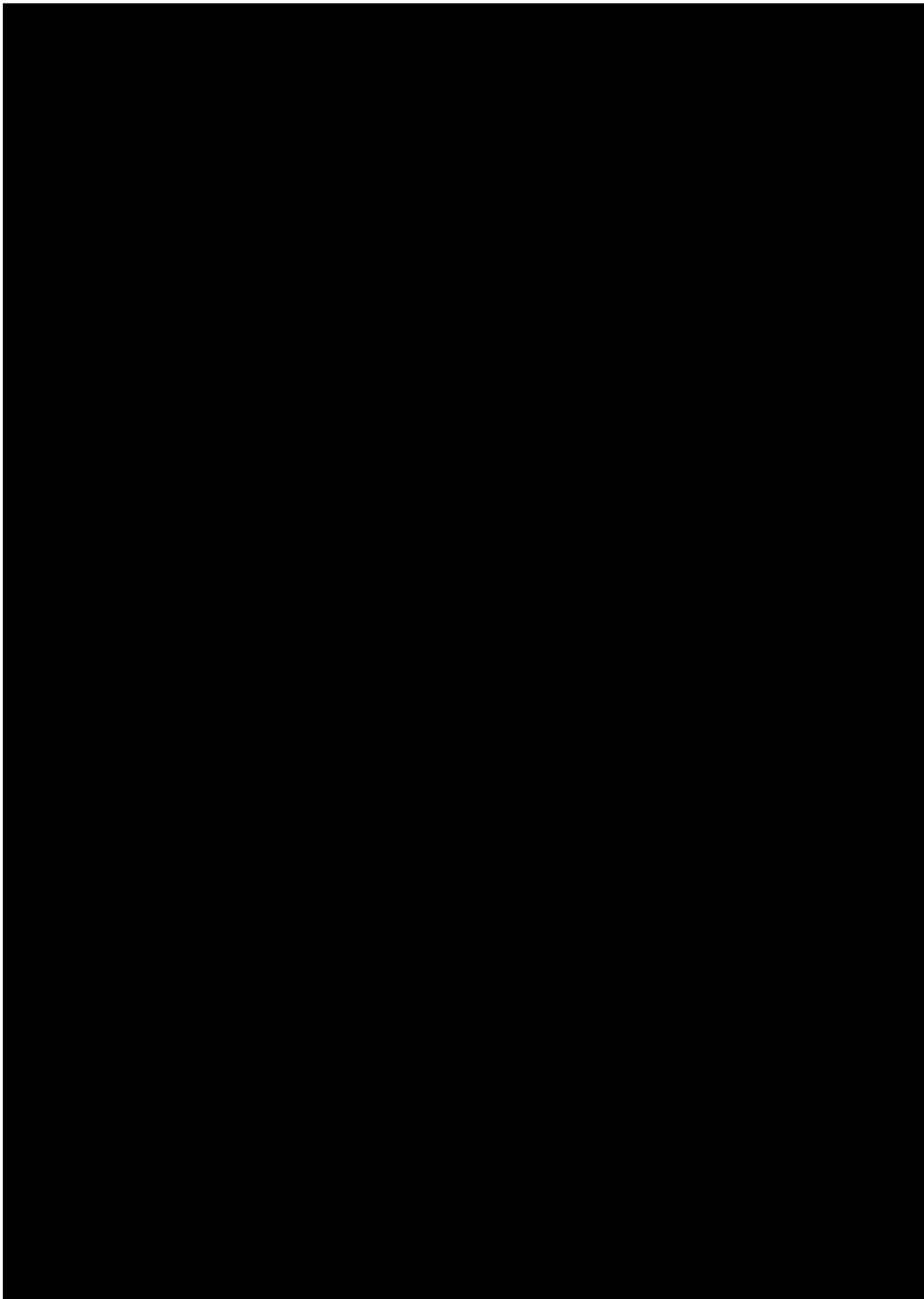
FCR/3912904	2538717	Levi ROOTS	Figurative	United Kingdom	04-Feb-10	04-Feb-30	Registered	8,16,21,24,29,30,32,33,35,4 1
FCR/3912902	2538722	LEVIROOTS	Figurative	United Kingdom	04-Feb-10	04-Feb-30	Registered	8,9,16,21,24,29,30,31,32,33, 35,41,43
FCR/3912906	2538724	REGGAE	Word	United Kingdom	04-Feb-10	04-Feb-30	Registered	8,16,21,24,29,30,32,33,35,4 1
FCR/3912908	2540267	REGGAE	Word	United Kingdom	04-Feb-10	04-Feb-30	Registered	16,29,30,41
ACF/FCR/3912901	2538718	ReGGae ReGGae sauce Jerk/BBq PUT SOME MUSIC IN YOUR FOOD	Figurative	United Kingdom	04-Feb-10	04-Feb-30	Registered	16,30
FCR/ACF/4105713	2600239	REGGAE	Word	United Kingdom	04-Nov-11	04-Nov-31	Registered	43
ACF/4112871	910662757	LEVI ROOTS	Word	United Kingdom	21-Feb-12	21-Feb-32	Registered	9,16,29,30,41,43
ACF/4112878	910662997	Levi Roots ReGGAE ReGGae	Figurative	United Kingdom	21-Feb-12	21-Feb-32	Registered	16,30

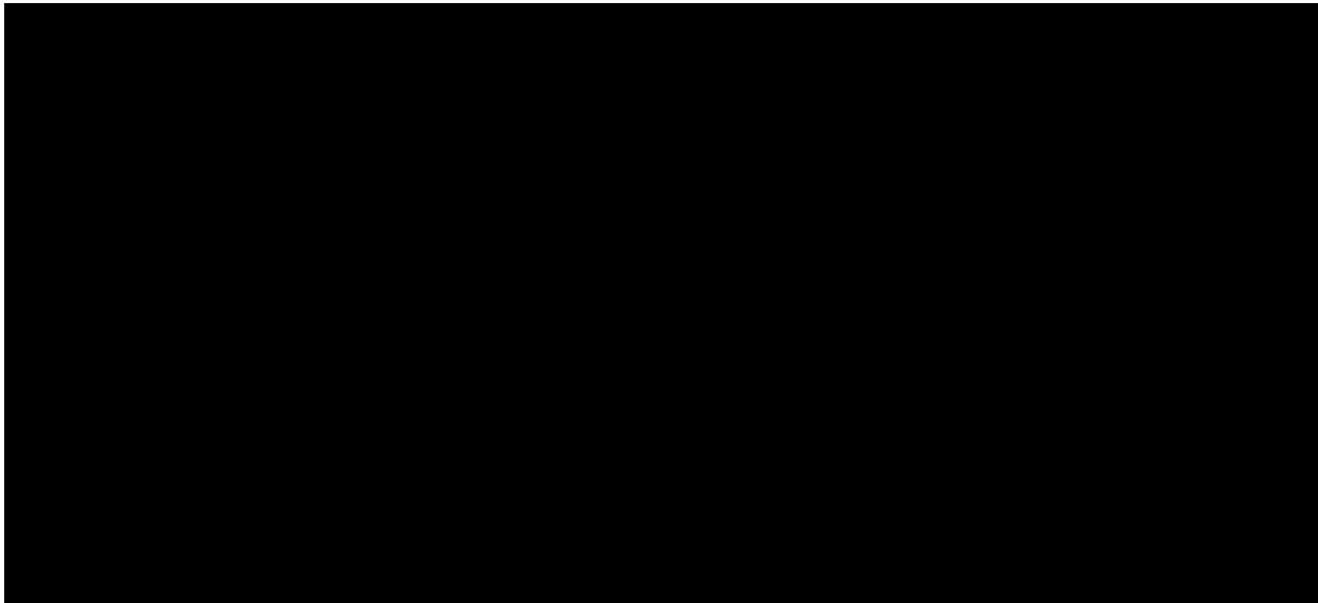
TRADEMARK

REEL: 008109 FRAME: 0328

221214 Trade Mark Assignment and Brand Licence Levi Roots to ABWF FINAL

			sauce/BBq PUT SOME MUSIC IN YOUR FOOD						
ACF/4112872	910662567	PUT SOME MUSIC IN YOUR GLASS	Word	United Kingdom	21-Feb-12	21-Feb-32	Registered	32,33	
ACF/4112880	910662815	REGGAE REGGAE	Word	United Kingdom	21-Feb-12	21-Feb-32	Registered	8,21,24,29,30,32,33,35,41	
ACF/3104161	4240820	REGGAE REGGAE	Word	United States of America	13-Nov-12	15-May-23	Registered	30	
ACF/3104161	4240821	REGGAE REGGAE SAUCE	Word	United States of America	13-Nov-12	15-May-23	Registered	30	
ACF/3104161	4256782	PUT SOME MUSIC IN YOUR FOOD	Word	United States of America	11-Dec-12	12-Jun-23	Registered	29,30	
ACF/3104161	4260216	LEVI ROOTS	Word	United States of America	18-Dec-12	19-Jun-23	Registered	9,16,29,30,41,43	





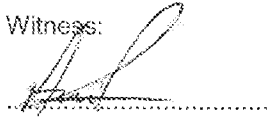
This document is executed as a deed and is delivered and takes effect at the date written at the beginning of it.

Executed by KEITH VALENTINE GRAHAM in the presence of:



Keith Valentine Graham

Witness:



(Signature of witness)

Ami Leigh Patterson

Network House

Third Avenue

(Name of witness)

Globe Park

Marlow

Bucks, SL7 1EY

(Address of witness)

.....*SEARCH*.....

(Occupation of witness)

Executed by AB WORLD FOODS LIMITED acting by

Andrew James Mayhew, a director

.....

Director.

Adrian Kean Foong Kee, a director

.....

Director

This document is executed as a deed and is delivered and takes effect at the date written at the beginning of it.

Executed by KEITH VALENTINE GRAHAM in the presence of:

Witness:

.....

Keith Valentine Graham

.....

(Signature of witness)

.....

(Name of witness)

.....

.....

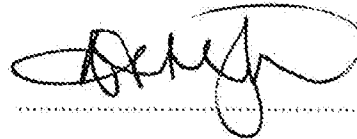
(Address of witness)

.....

(Occupation of witness)

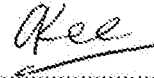
Executed by AB WORLD FOODS LIMITED acting by

Andrew James Mayhew, a director



Director

Adrian Kean Foong Kee, a director



Director