

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM833390

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CLEARLY IP HOLDINGS, SRL		06/28/2023	SOCIETÀ A RESPONSABILITÀ LIMITATA (SRL): BARBADOS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CC US Intermediate Holdings LLC		
<b>Street Address:</b>	71 McMurray Rd, #104		
<b>City:</b>	Pittsburgh		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	15241		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 23</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1697898	CLEARLY CANADIAN	
<b>Registration Number:</b>	5032211		
<b>Registration Number:</b>	5973441	LIVE CLEARLY	
<b>Registration Number:</b>	5250340	CLEARLY	
<b>Registration Number:</b>	5145181	CLEARLY CANADIAN	
<b>Registration Number:</b>	5049930		
<b>Registration Number:</b>	5109171	CLEARLY	
<b>Registration Number:</b>	5109176	GOOD THOUGHTS GOOD WORDS GOOD DEEDS	
<b>Serial Number:</b>	88156268	CLEARLY C	
<b>Serial Number:</b>	88156271	CLEARLY CAESAR	
<b>Serial Number:</b>	88156276	CLEARLY CITRON	
<b>Serial Number:</b>	88156281	CLEARLY HARD	
<b>Serial Number:</b>	88156286	CLEARLY LIME	
<b>Serial Number:</b>	88156294	CLEARLY MARGARITA	
<b>Serial Number:</b>	88156298	CLEARLY SPIKED	
<b>Serial Number:</b>	88156324	CLEARLY TWIST	
<b>Serial Number:</b>	88156600	CLEARLY GIN	
<b>Serial Number:</b>	88156635	CLEARLY VODKA	

OP \$590.00 1697898

Property Type	Number	Word Mark
Serial Number:	88156304	CLEARLY TEA
Serial Number:	97049908	CLEARLY CANADIAN HARD
Serial Number:	97049927	CLEARLY CANADIAN SPIKED
Serial Number:	97106361	CLEARLY CANADIAN SPARKLING
Serial Number:	97106369	CLEARLY CANADIAN STILL

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 773-683-2784

**Email:** cgiger@cm.law

**Correspondent Name:** Charles G. Giger

**Address Line 1:** 13101 Preston Road, Ste. 110-1520

**Address Line 4:** Dallas, TEXAS 75240

<b>NAME OF SUBMITTER:</b>	Charles G. Giger
<b>SIGNATURE:</b>	/Charles G. Giger/
<b>DATE SIGNED:</b>	08/21/2023

**Total Attachments: 4**

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into this 28<sup>th</sup> day of June, 2023, by and between Clearly IP Holdings, SRL, a Barbados SRL with an address of Burnham Court, Bishop's Court Hill Upper Collymore Rock St. Michael Barbados BB11115 ("Assignor"), and CC US Intermediate Holdings LLC, a Delaware limited liability company with its principal place of business at 71 McMurray Rd, #104, Pittsburgh, PA, 15241 ("Assignee") (together, Assignor and Assignee are the "Parties," and each a "Party").

WHEREAS, pursuant to the Intellectual Property Assignment Agreement of even date (the "Agreement"), Assignor has agreed to assign, transfer, and convey to Assignee all right, title, and interest in the Intellectual Property (as defined therein) throughout the world, including all trademarks, trademark registrations, and trademark applications listed on the attached Exhibit A, together with the goodwill of the business associated and connected therewith or symbolized thereby (collectively referred to as the "Marks"); and

WHEREAS, Assignor, the owner of the Marks, is desirous of assigning to Assignee the Marks and Assignee, who is the successor to Assignor's ongoing and existing business to which the assigned Marks pertain, is desirous of acquiring all rights in and to the Marks including any and all common law rights in and to the Marks; and

WHEREAS, Assignor and Assignee wish to record such assignment in the United States Trademark and Patent Office (USPTO) and all applicable intellectual property offices; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee, all right, title and interest throughout the world in and to the Marks, together with all of the goodwill symbolized by said Marks, as well as the entirety of Assignor's ongoing and existing business to which the assigned Marks pertain, and with the right to recover damages and profits and all other remedies for all past, present, and future infringements thereof.

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be duly executed by an authorize representative, as of the date identified herein.

CLEARLY IP HOLDINGS, SRL

CC US INTERMEDIATE HOLDINGS LLC

By 


By 

Name: Germain P. Lecours  
Title: Director  
Date:

Name: Paul Tepperman  
Title: President  
Date:

6/28/2023

**Exhibit A**  
**United States Trademark Registrations and Applications**

Mark	App. No.	App. Date	Reg. No.	Reg. Date	International Class and Goods and Services
CLEARLY CANADIAN	73703401	December 22, 1987	1697898  IR: 1331634	June 30, 1992	IC 032: FLAVORED MINERAL WATERS, FRUIT FLAVORED MINERAL WATERS, NON-FLAVORED MINERAL WATERS, CARBONATED MINERAL WATERS, NON-CARBONATED MINERAL WATERS, BOTTLED DRINKING WATERS, SPRING WATERS, SOFT DRINKS AND FRUIT JUICES
	85984160	March 21, 2013	5032211	August 30, 2016	IC 032: Fruit-flavored beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; water beverages.
LIVE CLEARLY	87038285	May 16, 2016	5973441	January 28, 2020	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.
CLEARLY	87272182	December 16, 2016	5250340  IR: 1358972	July 25, 2017	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.

GOOD THOUGHTS GOOD WORDS GOOD DEEDS	87038258	May 16, 2016	5109176	December 27, 2016	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.
	87038237	May 16, 2016	5109171 IR: 1346211	December 27, 2016	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.
CLEARLY CANADIAN	87038134	May 16, 2016	5145181	February 21, 2017	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.
	87038197	May 16, 2016	5049930	September 27, 2016	IC 032: Drinking waters; mineral waters; spring waters; flavored waters; water beverages; fruit-flavored beverages; non-alcoholic beverages, namely, carbonated beverages; soft drinks.
CLEARLY C	88156268	October 16, 2018			IC 032: Drinking water; Drinking water with vitamins; Water beverages; all of the foregoing featuring vitamin C

CLEARLY CAESAR	88156271	October 16, 2018			IC 033: Alcoholic beverages except beers; Alcoholic mixed beverages except beers
CLEARLY CITRON	88156276	October 16, 2018			IC 033: Alcoholic beverages except beers; Flavored liquors
CLEARLY HARD	88156281	October 16, 2018			IC 033: Alcoholic beverages except beers
CLEARLY LIME	88156286	October 16, 2018			IC 033: Alcoholic beverages except beers; Flavored liquors
CLEARLY MARGARITA	88156294	October 16, 2018			IC 033: Alcoholic beverages except beers; Alcoholic mixed beverages except beers
CLEARLY SPIKED	88156298	October 16, 2018			IC 033: Alcoholic beverages except beers
CLEARLY TWIST	88156324	October 16, 2018			IC 033: Alcoholic beverages, excluding beers and sparkling grape wine
CLEARLY GIN	88156600	October 16, 2018			IC 033: Alcoholic beverages except beers; Distilled spirits; Gin
CLEARLY VODKA	88156635	October 16, 2018			IC 033: Alcoholic beverages except beers; Distilled spirits; Vodka
CLEARLY TEA	88156304	October 16, 2018			IC 030: Tea; Tea-based beverages
CLEARLY CANADIAN HARD	97049908	September 28, 2021			IC 033: Alcoholic beverages except beers
CLEARLY CANADIAN SPIKED	97049927	September 28, 2021			IC 033: Alcoholic beverages except beers
CLEARLY CANADIAN SPARKLING	97106361	November 3, 2021			IC 032: Sparkling waters; carbonated waters; drinking waters; flavored waters; mineral waters; water beverages
CLEARLY CANADIAN STILL	97106369	November 3, 2021			IC 032: Drinking waters; flavored waters; mineral waters; water beverages