

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305707

<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>
Utica Coffee Roasting Company		05/23/2014	SOLE PROPRIETORSHIP: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Utica Coffee Roasting, Inc.		
<b>Street Address:</b>	92 Genesee Street		
<b>City:</b>	Utica		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	13502		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4520309	WAKE THE HELL UP!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3157971721		
<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>			
<b>Phone:</b>	315-797-9850		
<b>Email:</b>	amy@hagelaw.com		
<b>Correspondent Name:</b>	Amy Porter		
<b>Address Line 1:</b>	283 Genesee Street		
<b>Address Line 2:</b>	Hage & Hage		
<b>Address Line 4:</b>	Utica, NEW YORK 13501		
<b>NAME OF SUBMITTER:</b>	Amy Porter		
<b>SIGNATURE:</b>	/amy porter/		
<b>DATE SIGNED:</b>	05/28/2014		
<b>Total Attachments: 1</b>			
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OP \$40.00 4520309

## ASSIGNMENT OF A REGISTERED TRADEMARK

This Assignment is made this date by **UTICA COFFEE ROASTING COMPANY**, through Frank Elias, its sole proprietor ("Assignor") to **UTICA COFFEE ROASTING, INC.**, a New York corporation and Assignor's successor in interest ("Assignee").

WHEREAS Assignor has adopted, used and is using a trademark, "Wake The Hell Up!" ("Mark"), which is registered in the United States Patent and Trademark Office, Registration Number 4,520,309, dated April 29, 2014;

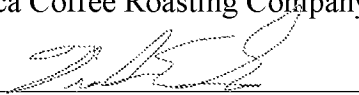
WHEREAS Assignor has contributed to Assignee as capital all of its assets, including the entire interest of the Assignor in the Mark and the registration therefor.

NOW THEREFORE:

1. Assignor hereby sells, assigns, conveys and transfers to Assignee, and Assignee's assigns, all of Assignor's right, title and interest in the Mark together with the goodwill of the business symbolized by the Mark and in the registration thereof.
2. As consideration for the rights assigned herein, Assignor has received shares constituting 100% ownership in Assignee.
3. The address of the Assignee is 92 Genesee Street, Utica, New York, 13502.

Date: May 23, 2014

Utica Coffee Roasting Company

  
By: Frank Elias, Sole Proprietor