

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310554

<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>
David R. Peterson		07/10/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	E-liquid Brands, LLC		
<b>Street Address:</b>	8006 Market Street		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28411		
<b>Entity Type:</b>	limited liability company: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86253141	ALICIOUS ELIQUID	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9197814865		
<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>	9197814000		
<b>Email:</b>	lbailey@wyrick.com		
<b>Correspondent Name:</b>	Lynette M. Bailey		
<b>Address Line 1:</b>	4101 Lake Boone Trail, Suite 300		
<b>Address Line 4:</b>	Raleigh, NORTH CAROLINA 27607		
<b>ATTORNEY DOCKET NUMBER:</b>	14442.5		
<b>NAME OF SUBMITTER:</b>	Lynette M. Bailey		
<b>SIGNATURE:</b>	/Lynette M. Bailey/		
<b>DATE SIGNED:</b>	07/14/2014		
<b>Total Attachments: 4</b>			
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## TRADEMARK AND TRADEMARK APPLICATION ASSIGNMENT

For good and valid consideration, the receipt and sufficiency of which is hereby acknowledged, David R. Peterson, a resident of the State of North Carolina hereby transfers and assigns to E-liquid Brands, LLC, a North Carolina limited liability company, its successors and assigns, having a principal place of business at 8006 Market Street, Wilmington, North Carolina 28411 ("**Assignee**"), all of Assignor's right, title and interest, whether statutory or at common law, in and to the trademarks and trademark applications listed on Schedule 1 attached hereto and made a part hereof (the "**Trademarks**") and all other intellectual property rights of any kind embodied in, associated with or relating in any way to the Trademarks, including any and all adaptations and versions thereof, together with all of the goodwill associated with the business of Assignor relating to the Trademarks, and together with the right to sue and collect damages and/or profits for past infringements of the Trademarks, and together with any and all rights and claims deriving from any of the foregoing.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States to record the foregoing assignment of Assignor's rights in the Trademarks to Assignee, its successors and assigns in accordance with the terms of this Assignment.

Assignor further agrees to execute such further documents as may be reasonably required to record Assignee as the owner of the Trademarks (including the registrations and applications) herein assigned, solely at the cost of Assignee.

[THE SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has executed this Trademark and Trademark Application Assignment this 18<sup>th</sup> day of July, 2014.

ASSIGNOR:

  
\_\_\_\_\_  
David R. Peterson

**ACKNOWLEDGED AND ACCEPTED:**

**ASSIGNEE:**

**E-liquid Brands, LLC**

By: \_\_\_\_\_  
T. Ronan Kennedy, Vice President

*[Signature Page to Trademark and Trademark Application Assignment]*

**TRADEMARK**  
**REEL: 005321 FRAME: 0842**

IN WITNESS WHEREOF, the Assignor has executed this Trademark and Trademark Application Assignment this 10<sup>th</sup> day of July, 2014.

**ASSIGNOR:**

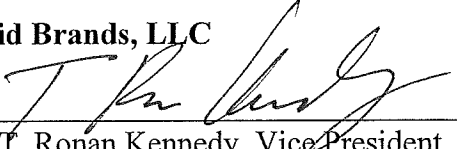
\_\_\_\_\_  
David R. Peterson

***ACKNOWLEDGED AND ACCEPTED:***

**ASSIGNEE:**

**E-liquid Brands, LLC**

By: \_\_\_\_\_

  
T. Ronan Kennedy, Vice President

*[Signature Page to Trademark and Trademark Application Assignment]*

**TRADEMARK**  
**REEL: 005321 FRAME: 0843**

SCHEDULE 1 – TRADEMARKS AND TRADEMARK APPLICATIONS

Mark	Application Filing Date	Trademark Application Number
Alicious Eliquid	April 15, 2014	86/253,141