

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428389

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|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Milestone Merger Sub, LLC | | 05/13/2016 | Limited Liability Company: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | Milestone Brands, LLC | | |
| Street Address: | 3019 Hatley Drive | | |
| City: | Austin | | |
| State/Country: | TEXAS | | |
| Postal Code: | 78746 | | |
| Entity Type: | Limited Liability Company: TEXAS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87017571 | VIVA DULCE VIDA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 5122362002 | | |
| <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: | 512.236.2000 | | |
| Email: | rdewanipocket@jw.com | | |
| Correspondent Name: | JACKSON WALKER LLP | | |
| Address Line 1: | 100 CONGRESS AVENUE, SUITE 1100 | | |
| Address Line 4: | AUSTIN, TEXAS 78701 | | |
| ATTORNEY DOCKET NUMBER: | 148235.00002 | | |
| NAME OF SUBMITTER: | Raman N. Dewan | | |
| SIGNATURE: | /rnd/ | | |
| DATE SIGNED: | 05/22/2017 | | |
| Total Attachments: 2 | | | |
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| source=VDV_Assignment MB Sub to MB#page2.tif | | | |

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ASSIGNMENT OF TRADEMARK REGISTRATION

This Assignment is effective as of the 13 day of May, 2016 ("Effective Date"), from Milestone Merger Sub, LLC, a Texas limited liability company ("Assignor"), to Milestone Brands, LLC, a Texas limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the trademark and United States trademark application listed on **Schedule A** attached hereto; and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such mark, the business associated with the mark and its goodwill and the trademark application;

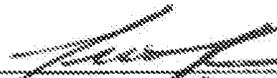
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns forever, free and clear of all liens and encumbrances, Assignor's entire right, title and interest in the trademark and the trademark application listed on **Schedule A** hereto (the "Trademark"), together with the business associated with the Trademark, the goodwill of Assignor appertaining thereto and/or symbolized thereby, and all causes of action (either in law or equity) and the right to sue, counterclaim and recover for past, present, and future infringement and/or dilution of the Trademark and the rights thereto.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademark, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the Assignor has executed this Assignment on the date first written above.

ASSIGNOR:

Milestone Merger Sub, LLC

By: 
Name: Eric Adams
Title: Manager

SCHEDULE A

| TRADEMARK | APPLICATION NO. | APPLICATION FILING DATE |
|------------------|------------------------|--------------------------------|
| VIVA DULCE VIDA | 87/017,571 | 28Apr2016 |