

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459341

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Organo Gold Holdings Limited		09/19/2017	Corporation: HONG KONG
RECEIVING PARTY DATA			
Name:	Keurig Green Mountain, Inc.		
Street Address:	33 Coffee Lane		
City:	Waterbury		
State/Country:	VERMONT		
Postal Code:	05676		
Entity Type:	Corporation: VERMONT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4856202	BREWKUP	
CORRESPONDENCE DATA			
Fax Number:			
<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:	781-418-6987		
Email:	trademarks@gmcr.com		
Correspondent Name:	Carol H. Peters		
Address Line 1:	33 Coffee Lane		
Address Line 2:	Keurig Green Mountain, Inc.		
Address Line 4:	Waterbury, VERMONT 05676		
NAME OF SUBMITTER:	Carol H. Peters		
SIGNATURE:	/carol h peters/		
DATE SIGNED:	01/25/2018		
Total Attachments: 4			
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CH \$40.00 4856202

SCHEDULE A

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of the last undersigned date by and between Organo Gold Holdings Limited, a Hong Kong corporation, having a place of business at 409 Jardine House, 1 Connaught Place Central, Hong Kong, HONG KONG. ("Assignor") and Keurig Green Mountain, Inc., a Delaware corporation ("Assignee"), having a principal place of business at 33 Coffee Lane, Waterbury, Vermont 05676, U.S.A. Assignor and Assignee may be collectively referred to as the "Parties."

RECITALS

WHEREAS, Assignor owns registrations for the BREWKUP trademark as set forth in Schedule B hereto (the "Mark").

WHEREAS, Assignee desires to acquire Assignor's right, title, and interest in and to the Mark together with all of the goodwill of Assignor's business symbolized by or associated with the Mark.

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Mark together with all of the goodwill of Assignor's business symbolized by or associated with the Mark.

ASSIGNMENT

NOW THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and conveys to Assignee all of its right, title and interest in and to the Mark, including without limitation any and all registrations, applications, and/or common law rights for the Mark throughout the world, together with all of the goodwill of Assignor's business symbolized by or associated with the Mark, and any and all income, royalties, damages and payments now or hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past, present or future infringements.

For clarity, this Assignment does not transfer any right, title or interest in Organo's house mark "ORGANO GOLD" alone, or any goodwill of Organo associated with it, with respect to BREWKUP Registrations Nos. 14270630, 14270369, 14270495, 14270303, and 14270721.

ORGANO GOLD HOLDINGS LIMITED

KEURIG GREEN MOUNTAIN, INC.

By: 

By: 

Print Name: BERNARDO CHUA

Print Name: CAROL H. PETERS

Title: DIRECTOR

Title: TRADEMARKS COUNSEL

SMR1:48333683.2

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SCHEDULE B

<u>Mark:</u>	<u>Registration No.:</u>	<u>Country:</u>	<u>Goods/Services:</u>
BREWKUP	4,856,202	United States	Coffee; mocha coffee; coffee infused with ganoderma spore powder extract in International Class 30
BREWKUP By Organo Gold	14270630	China	Beer; non-alcoholic fruit juice; soft drinks; plum juice; vegetable juice (beverage); tea (non-milk-based); pink sparkling beverages; beverage making ingredients; mineral ingredients in International Class 32
BREWKUP By Organo Gold	14270369	China	Drug drinks; dietary fiber; baby food; medical nutrition drinks; cleaning agent; protein supplements for animals; the eradication of the pest preparations; medical health kits; sanitary pads; dental clean agent in International Class 5
BREWKUP By Organo Gold	14270495	China	Cocoa; coffee; chocolate mousse sauce; coffee beverages; tea beverages; tea; chocolate; paste; cakes; milk in International Class 30
BREWKUP By Organo Gold	14270303	China	Cafe; tea; lodging; bar services; restaurants; provision of camping sites facilities; tourist rental; nursing homes; day nurseries (see the child); Animal Boarding in International Class 43
BREWKUP By Organo Gold	14270721	China	Advertising; retail purposes of illustration in the communication media goods; franchising of business management; import and export agent; for others marketing; marketing; performing artists brokers; commercial enterprise migration; office machines and equipment rental; pharmaceutical, veterinary and health preparations and medical supplies retail or wholesale services in International Class 35
BREWKUP	14270389	China	Drug drinks; dietary fiber; baby food; medical nutrition drinks; cleaning agent; protein supplements for animals; the eradication of the pest preparations; medical health kits; sanitary pads; dental clean agent in International Class 5
BREWKUP	14270453	China	Cocoa; coffee; coffee beverages; chocolate mousse sauce; tea; tea beverages; chocolate; paste; cakes; milk in International Class 30
BREWKUP	14270279	China	Tea; restaurant; bar services; lodging; cafes; tourist rental; provide camping space facilities; nursing homes; day nurseries (see the child); Animal Boarding in International Class 43
BREWKUP	14270648	China	Beer; juice; tea (non-milk-based); non-alcoholic fruit juice; vegetable juice (beverage); soft drinks; plum; mineral ingredients; beverage making

<u>Mark:</u>	<u>Registration No.:</u>	<u>Country:</u>	<u>Goods/Services:</u>
BREWKUP	14270705	China	ingredients; sparkling beverage powder in International Class 32 Advertising; retail purposes of illustration in the communication media goods; franchising of business management; import and export agent; for others marketing; marketing; performing artists brokers; commercial enterprise migration; office machines and equipment rental; pharmaceutical, veterinary and health preparations and medical supplies retail or wholesale services in International Class 35