

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM484477

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brandon Fishman		08/01/2018	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Vitacup, Inc.		
Street Address:	10620 Treena Street Suite 100		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92131		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5278159	VITACUP	
CORRESPONDENCE DATA			
Fax Number:	3104791422		
<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:	3104784100		
Email:	dhochman@wrslawyers.com		
Correspondent Name:	David Hochman		
Address Line 1:	11400 W. Olympic Blvd. 9th Fl.		
Address Line 4:	los angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	21188-004		
NAME OF SUBMITTER:	David Hochman		
SIGNATURE:	/David Hochman/		
DATE SIGNED:	08/02/2018		
Total Attachments: 1			
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OP \$40.00 5278159

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Agreement”) is made by and between Brandon Fishman, an individual registered at 10620 Treena Street, Suite 100 San Diego, California (hereinafter known as “Assignor”) and VitaCup, Inc., a Delaware corporation (hereinafter “Assignee”). For purposes of this Agreement, Assignor and Assignee may be referred to individually as a “Party,” and collectively as the “Parties.”

WHEREAS, Assignor warrants and represents that it is owner of all right, title and interest in and to the trademark VITACUP, in connection with vitamin-infused coffee, vitamin-infused tea, and United States Trademark Registration No. 5278159 therefor (hereinafter collectively "the Trademark") and the goodwill of the business symbolized by the Trademark;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademark and all goodwill of the business symbolized by the mark;

NOW THEREFORE, in consideration of the mutual covenants herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademark together with the good will of the business symbolized thereby, or portion thereof, to which the mark pertains, and together with all claims for damages by reason of past infringement thereof or act of unfair competition relating thereto, with the right to sue for damages, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, and legal representatives.

Assignor warrants and represents that it has the right to assign all of the rights being assigned to Assignee under this Agreement and that it has not heretofore assigned those rights to anyone else.

In order to give full force and effect to the assignment granted herein, Assignor further agrees to promptly obtain and execute formal assignment documents to assign the above-identified trademark as may be dictated by the trademark laws of the United States.

All of the recitals referred to in this Agreement are made a part hereof and incorporated in this Agreement by this reference.

IN WITNESS WHEREOF, the Parties have executed this Agreement effective as of the last date appearing below.

ASSIGNOR

BRANDON FISHMAN

By: Brandon Fishman
Name: Brandon Fishman

Date: August 1, 2018

ASSIGNEE

VITACUP, INC., a Delaware corporation

By: Brandon Fishman
Name: Brandon Fishman

Title: CEO

Date: August 1, 2018