

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM492716

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reeds, Inc.		10/04/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	ROSENTHAL & ROSENTHAL, INC.		
Street Address:	1370 BROADWAY		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	86035664	REED'S ORIGINAL GINGER BREW ALL-NATURAL	
Serial Number:	78867175	VIRGIL'S	
Serial Number:	85892888	DR. BETTER	
Serial Number:	87836349	BELIEVE THE UNBELIEVABLE!	
Serial Number:	87721630	REED'S	
CORRESPONDENCE DATA			
Fax Number:	7327266603		
<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:	(732) 855-6061		
Email:	sbordon@wilentz.com		
Correspondent Name:	Paul H. Shur, Esq.		
Address Line 1:	110 William Street, 26th Floor		
Address Line 4:	New York, NEW YORK 10038-3927		
ATTORNEY DOCKET NUMBER:	164946.006		
NAME OF SUBMITTER:	Paul H. Shur, Esq.		
SIGNATURE:	/phs/		
DATE SIGNED:	10/04/2018		
Total Attachments: 3			

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SECURITY INTEREST

WHEREAS, Reed's Inc., located at 201 Merritt 7 Corporate Park, Norwalk, Connecticut 06851, corporation formed under the laws of the State of Delaware (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Lender") located at 1370 Broadway, New York, New York 10018, pursuant to a Financing Agreement dated October 4, 2018, as amended and/or supplemented (the "Financing Agreement"); and

WHEREAS, the Company is seeking to increase its credit extension pursuant to the Financing Agreement, and the Company is now granting to the Lender a security interest in the Marks, together with the good will of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Lender a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Financing Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Lender with respect to the security interest granted hereby are more fully set forth in the Financing Agreement.

Dated: October 4, 2018

REED'S INC.

By: 

Name: Valentin Stalowir

Title: Chief Executive Officer

[notary page to follow]

SCHEDULE A

(Trademarks and Domain Names in the United States)

<u>Trademark</u>	<u>Serial/Reg. No.</u>	<u>Filing Date</u>
REED'S ORIGINAL GINGER BREW ALL-NATURAL JAMAICAN STYLE GINGER ALE	86035664/4513979	August 12, 2013
VIRGIL'S	78867175/3213043	April 21, 2006
DR. BETTER	85892888/4432318	April 2, 2013
BELIEVE THE UNBELIEVABLE!	87836349	March 15, 2018
REED'S	87721630	December 14, 2017

Domain Names