

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539842

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Michael T. Cessario		08/22/2019	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Supplying Demand, Inc.		
Also Known As:	Liquid Death		
Street Address:	1447 2nd Street, Suite 200		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5430064	LIQUID DEATH	
Registration Number:	5634429	MURDER YOUR THIRST	
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>			
Email:	trademarks@fenwick.com		
Correspondent Name:	Connie L. Ellerbach, Esq.		
Address Line 1:	801 California Street		
Address Line 2:	Fenwick & West LLP		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	36180-00070-5706		
NAME OF SUBMITTER:	Connie L. Ellerbach		
SIGNATURE:	/cle1087/		
DATE SIGNED:	09/06/2019		
Total Attachments: 1			
source=Assignment_Agreement_-_Michael_Cessario_to_Supplying_Demand_Inc_-_22_Aug_2019-mike_liquiddeath#pa			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of August 22, 2019 (the "Effective Date") by and between Michael T Cessario, an individual, with residence at 3312 Alma Avenue, Manhattan Beach, CA 90266, ("Assignor"), and Supplying Demand, Inc., a Delaware corporation, with its principal place of business at 1447 2nd St, Suite #200, Santa Monica, CA 90401 ("Assignee").

WHEREAS, Assignor owns U.S. registrations for two trademarks and wishes to assign all rights, title and interest in and to said trademarks, including the registrations, as set forth below (collectively, the "Marks"):

<u>MARK</u>	<u>COUNTRY</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
LIQUID DEATH	United States	5430064	Mar. 20, 2018
MURDER YOUR THIRST	United States	5634429	Dec. 18, 2018

WHEREAS, Assignee is desirous of acquiring all rights, common law rights, title and interest in and to the Marks, including the registrations.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, conveys, and delivers unto Assignee all right, including common law rights, title and interest to said Marks, including the above registrations, together with the goodwill of the business symbolized by said Marks, including, without limitation, all claims that it might have, at law or in equity, by reason of past, present or future infringement in said Marks, and that portion of the business which is ongoing and existing to which the Marks pertain.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Agreement as of the Effective Date.

Michael T Cessario

Supplying Demand, Inc.

By: Mike Cessario

By: Mike Cessario

Name: Michael T Cessario

Name: Michael T Cessario

Title: CEO