

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM718465

|   |  |                       |                                      |
|---|--|-----------------------|--------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                                      |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                                      |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                                      |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                   |
| Crisp Sensation Holding SA  |  | 03/23/2022            | Société Anonyme (Sa):<br>SWITZERLAND |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                      |
| <b>Name:</b>  | Crisp Sensation Technology B.V.                    |                       |                                      |
| <b>Street Address:</b>  | Valeton 3  |                       |                                      |
| <b>City:</b>  | Zaltbommel   |                       |                                      |
| <b>State/Country:</b>   | NETHERLANDS  |                       |                                      |
| <b>Postal Code:</b>   | 5301 LW  |                       |                                      |
| <b>Entity Type:</b>   | Besloten Vennootschap (B.V.): NETHERLANDS          |                       |                                      |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                                      |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                                      |
| <b>Registration Number:</b>   | 5248539  | CRISP SENSATION       |                                      |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                      |
| <b>Fax Number:</b>  | 9122363003   |                       |                                      |
| <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> |  |                       |                                      |
| <b>Phone:</b>   | 912-236-3001                                       |                       |                                      |
| <b>Email:</b>   | mcerrati@belzerlaw.com                             |                       |                                      |
| <b>Correspondent Name:</b>  | Michael C. Cerrati                                 |                       |                                      |
| <b>Address Line 1:</b>  | 2905 Bull Street                                   |                       |                                      |
| <b>Address Line 4:</b>  | Savannah, GEORGIA 31405                            |                       |                                      |
| <b>NAME OF SUBMITTER:</b>   | Michael Cerrati                                    |                       |                                      |
| <b>SIGNATURE:</b>   | /michael cerrati/                                  |                       |                                      |
| <b>DATE SIGNED:</b>   | 04/01/2022   |                       |                                      |
| <b>Total Attachments: 1</b>   |  |                       |                                      |
| source=2022-03-23 Merk-Echt - CRISP SENSATION (86859885) Trademark Assignment VS Crisp Sensation (signed)#page1.tif   |  |                       |                                      |

OP \$40.00 5248539

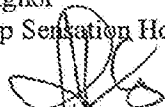
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK ASSIGNMENT**


THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of March 23, 2022, by and between Crisp Sensation Holding SA, a company organized and existing under the laws of Switzerland, with an address at rue Pedro-Meylan 1 (1208), Genève, Switzerland, hereinafter called "Assignor", and Crisp Sensation Technology B.V, a company organized and existing under the laws of The Netherlands, with an address at Valeton 3 (5301 LW), Zaltbommel, The Netherlands, hereinafter called "Assignee".

WHEREAS, Assignor is the owner of the trademark CRISP SENSATION (fig.) with registration number 5248539 (the "Mark");

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark, any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Mark, any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with all goodwill of the business connected therewith, and all income, royalties, damages and payments now or hereafter due or payable in respect thereto, and in and to all causes of action, either in law or in equity, for past, present, or future infringement based on the Mark, and in and to all rights corresponding to the foregoing throughout the world. Assignor further agrees to execute all papers and to perform such acts as necessary to secure the rights herein assigned.

Assignor  
Crisp Sensation Holding SA  
By:   
Name: Howard Jay Koenig  
Title: Director  
Date: 03-16-2022

Assignee  
Crisp Sensation Technology B.V.  
By:   
Name: D. Koenig  
Title: Director  
Date: 03-23-2022