

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM367314

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MONSTER BEVERAGE CORPORATION	FORMERLY New Laser Corporation	06/12/2015	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	ENERGY BEVERAGES LLC
Street Address:	1 Monster Way
City:	Corona
State/Country:	CALIFORNIA
Postal Code:	92879
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	85749167	BURN
Serial Number:	86155956	BURN ENERGY DRINK
Serial Number:	85949314	BURN FUEL YOUR FIRE
Registration Number:	3388052	ENERGY FOR THE GOOD LIFE
Registration Number:	3670270	FULL THROTTLE ORIGINAL ENERGY DRINK
Registration Number:	3588658	GO FULL THROTTLE OR GO HOME
Serial Number:	77413618	FULL THROTTLE ZERO
Registration Number:	3955417	NO-CHOKE MIXTURE
Registration Number:	3395574	FULL THROTTLE MOTHER
Registration Number:	2957843	FULL THROTTLE
Registration Number:	3759921	NOS
Serial Number:	86239704	YOU ONLY LIVE NOS
Registration Number:	4275908	CMPLX6
Serial Number:	77957741	HUMAN HORSEPOWER
Registration Number:	3184641	NOS
Registration Number:	3188054	NOS
Registration Number:	3995112	CHARGED
Registration Number:	4127637	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3948893	RELENTLESS

CORRESPONDENCE DATA

Fax Number: 9497609502
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.
Phone: 949-760-0404
Email: efiling@knobbe.com
Correspondent Name: Knobbe Martens Olson & Bear LLP
Address Line 1: 2040 Main Street, 14th Floor
Address Line 2: Attn: Diane Reed
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	EBLLC.327GEN
NAME OF SUBMITTER:	Diane M. Reed
SIGNATURE:	/Diane M. Reed/
DATE SIGNED:	12/29/2015

Total Attachments: 6
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RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT [U.S.A]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of June 12, 2015, by and among THE COCA-COLA COMPANY, a Delaware corporation (the "Assignor"), MONSTER BEVERAGE CORPORATION, a Delaware corporation ("MBC"), formerly known as New Laser Corporation, and ENERGY BEVERAGES LLC, a Delaware limited liability company ("EB"), formerly known as Legacy Energy Brands LLC.

WHEREAS, Assignor has conveyed, transferred and assigned to MBC, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment.

WHEREAS, immediately following the effectiveness of the assignment from Assignor to MBC, MBC has conveyed, transferred and assigned to EB, the intellectual property assigned from Assignor to MBC.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Initial Assignment. Assignor, on its behalf and on behalf of its subsidiaries, hereby irrevocably conveys, transfers and assigns to MBC, and MBC hereby accepts, all of Assignor's and its subsidiaries' right, title and interest in and to the following (the "Assigned IP"):

(a) The trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin set forth in Schedule 1 hereto, together with the goodwill symbolized by any of the foregoing (the "Assigned Trademarks") as successor to the business of Assignor to which the Assigned Trademarks pertain;

(b) the patents and patent applications set forth in Schedule 2 hereto and all related continuations, continuations-in-part, divisionals, reissues, re-examinations, substitutions and extensions thereof (the "Assigned Patents");

(c) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world; and

(d) any and all rights to sue and collect damages, royalties and payments for past, present and future infringement, misappropriation or other violation thereof.

2. Subsequent Assignment. Immediately following the effectiveness of the assignment set forth in Section 1 hereof, MBC hereby irrevocably conveys, transfers and assigns to EB, and EB hereby accepts, all of MBC's right, title and interest in and to the Assigned IP.

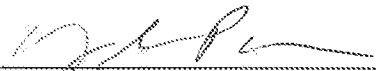
3. Recordation. Assignor, on its behalf and on behalf of its subsidiaries, and MBC, as applicable, authorizes the Commissioner for Patents, the Commissioner for Trademarks and any other patent and trademark offices and other similar authorities anywhere in the world to record and register this IP Assignment upon request by MBC or EB, respectively.

4. Counterparts and Execution. This IP Assignment may be executed in two or more counterparts, all of which when taken together will be considered one and the same agreement and will become effective when counterparts have been signed by each party hereto and delivered to the other party, it being understood that all parties need not sign the same counterpart. In the event that any signature is delivered by facsimile transmission or by e-mail delivery of a ".pdf" format data file, such signature will create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or ".pdf" signature page were an original thereof.

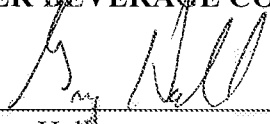
5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be duly executed as of the day and year first above written.


THE COCA-COLA COMPANY

By: 
Name: Yoo-Sun Park
Title: Senior Managing Trademark & Design Counsel

MONSTER BEVERAGE CORPORATION

By: 
Name: Greg Hall
Title: Vice President & Senior Legal Counsel

ENERGY BEVERAGES LLC

By: 
Name: Greg Hall
Title: Vice President & Senior Legal Counsel

SCHEDULE 1

ASSIGNED TRADEMARKS

See attachment.

**Schedule 1 to IP Assignment
ASSIGNED TRADEMARKS – UNITED STATES OF AMERICA**

Trademark	App. No.	App. Date	Reg. No.	Reg. Date	Status
BURN	85749167	09 Oct 2012			Pending
BURN ENERGY DRINK	86155956	02 Jan 2014			Pending
BURN FUEL YOUR FIRE & Design	85949314	03 Jun 2013			Pending
ENERGY FOR THE GOOD LIFE	77185930	21 May 2007	3388052	26 Feb 2008	Registered
FULL THROTTLE ORIGINAL ENERGY DRINK and Design	77407685	27 Feb 2008	3670270	18 Aug 2009	Registered
GO FULL THROTTLE OR GO HOME	77402902	21 Feb 2008	3588658	10 Mar 2009	Registered
FULL THROTTLE ZERO	77413618	05 Mar 2008			Pending and Opposed
NO-CHOKE MIXTURE	77816268	31 Aug 2009	3955417	03 May 2011	Registered
FULL THROTTLE MOTHER	77114222	23 Feb 2007	3395574	11 Mar 2008	Registered
FULL THROTTLE	76562208	14 Nov 2003	2957843	31 May 2005	Registered
NOS and Bottle Cap Design	77630936	11 Dec 2008	3759921	16 Mar 2010	Registered
YOU ONLY LIVE NOS	86239704	02 Apr 2014			Pending
CMLX6	85705069	16 Aug 2012	4275908	15 Jan 2013	Registered
HUMAN HORSEPOWER	77957741	12 Mar 2010			Pending and Opposed
NOS	78546643	26 Jan 2005	3184641	12 Dec 2006	Registered
NOS (Stylized) (2004)	78546646	12 Jan 2005	3188054	19 Dec 2006	Registered
CHARGED	85085883	15 Jul 2010	3995112	12 Jul 2011	Registered
Bottle Cap Design (2006) (NOS)	85191006	06 Dec 2010	4127637	17 Apr 2012	Registered

Trademark	App. No.	App. Date	Reg. No.	Reg. Date	Status
RELENTLESS	77921159	27 Jan 2010	3948893	19 Apr 2011	Registered

20944259
061815

SCHEDULE 2

ASSIGNED PATENTS

1. United States Patent No. D574252 S, titled "Bottle design", issued August 5, 2008.