

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544646

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Coffee & Tea, LLC		10/01/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Super Magnificent Coffee Company Ireland Limited		
Street Address:	Riverside One		
Internal Address:	Sir John Rogerson's Quay		
City:	Dublin 2		
State/Country:	IRELAND		
Postal Code:	D02 X576		
Entity Type:	Private Limited Company: IRELAND		
PROPERTY NUMBERS Total: 28			
Property Type	Number	Word Mark	
Registration Number:	5737107		
Registration Number:	4007381	CBTL	
Registration Number:	4007383	CBTL	
Registration Number:	4003713	CBTL	
Registration Number:	4007382	CBTL THE COFFEE BEAN & TEA LEAF EST. 196	
Registration Number:	4003714	CBTL THE COFFEE BEAN & TEA LEAF EST. 196	
Registration Number:	0994791		
Registration Number:	3701863	EXTREME ICE BLENDED	
Registration Number:	3399767	FRU-TEA	
Registration Number:	1920010	ICE BLENDED	
Registration Number:	3342386	ICE BLENDED THE COFFEE BEAN & TEA LEAF E	
Registration Number:	4094432	ONE TOUCH. ONE PERFECT CUP.	
Registration Number:	4094433	ONE TOUCH. ONE PERFECT CUP.	
Registration Number:	4072993		
Registration Number:	4072994		
Registration Number:	4065894		
Registration Number:	3369790	SIMPLY THE BEST	
Registration Number:	4622368	THE COFFEE BEAN	
TRADEMARK			

OP \$715.00 5737107

Property Type	Number	Word Mark
Registration Number:	2946995	THE COFFEE BEAN
Registration Number:	2328250	THE COFFEE BEAN & TEA LEAF
Registration Number:	2164914	THE COFFEE BEAN & TEA LEAF
Registration Number:	5683333	THE COFFEE BEAN & TEA LEAF EST. 1963
Registration Number:	3022455	THE ORIGINAL ICE BLENDED
Registration Number:	3367427	THE ORIGINAL ICE BLENDED
Registration Number:	3110840	ULTIMATE ICE BLENDED
Registration Number:	4695827	WE'RE POURING HAPPY
Registration Number:	2910136	WHITE CHOCOLATE DREAM
Registration Number:	3114624	WINTER DREAM TEA

CORRESPONDENCE DATA

Fax Number: 2136297401

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: 2134437671

Email: elizabeth.valenciano@arentfox.com

Correspondent Name: Diane M. Lambillotte c/o Arent Fox LLP

Address Line 1: 555 West Fifth Street, 48th Floor

Address Line 4: Los Angeles, CALIFORNIA 90013

ATTORNEY DOCKET NUMBER: 036253.00001

DOMESTIC REPRESENTATIVE

Name: Diane M. Lambillotte c/o Arent Fox LLP

Address Line 1: 555 West Fifth Street, 48th Floor

Address Line 4: Los Angeles, CALIFORNIA 90013

NAME OF SUBMITTER: Diane M. Lambillotte

SIGNATURE: /diane m. lambillotte/

DATE SIGNED: 10/10/2019

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement (“**Agreement**”) is made and entered into this 1st day of October, 2019 (“**Effective Date**”) by and between International Coffee & Tea, LLC, a Delaware limited liability company (“**Assignor**”) and Super Magnificent Coffee Company Ireland Limited, an Ireland private company limited by shares (“**Assignee**”).

RECITALS

WHEREAS, Assignor and Assignee are parties to that certain Assignment and Assumption Agreement dated October 1, 2019 (“**Assignment Agreement**”); and

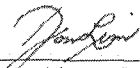
WHEREAS, pursuant to the Assignment Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark applications and registrations set forth on Schedule 1 attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the “**Marks**”)

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR:
INTERNATIONAL COFFEE & TEA, LLC

By: 
Name: Don Alexander Lim
Title: Director





ASSIGNEE:
SUPER MAGNIFICENT COFFEE COMPANY
IRELAND LIMITED

By: 
Name: Don Alexander Lim
Title: Director

Signature Page to Trademark Assignment Agreement

TRADEMARK
REEL: 006768 FRAME: 0762

SCHEDULE 1

Trademark	Country (State)	Status	Application Date	Application Number	Registration Date	Registration Number	Owner Name
BEAN & TEA LEAF Design 	United States	Registered	12/13/2017	87/719910	04/30/2019	5737107	International Coffee & Tea, LLC
CBTL	United States	Registered	06/18/2010	85/066160	08/02/2011	4007381	International Coffee & Tea, LLC
CBTL	United States	Registered	06/18/2010	85/066182	08/02/2011	4007383	International Coffee & Tea, LLC
CBTL	United States	Registered	06/18/2010	85/066173	07/26/2011	4003713	International Coffee & Tea, LLC
CBTL & Design 	United States	Registered	06/18/2010	85/066168	08/02/2011	4007382	International Coffee & Tea, LLC
CBTL & Design 	United States	Registered	06/18/2010	85/066180	07/26/2011	4003714	International Coffee & Tea, LLC
Coffee Bean Design 	United States	Registered	08/14/1972	72/432681	10/01/1974	0994791	International Coffee & Tea, LLC
EXTREME ICE BLENDED	United States	Registered	09/17/2003	76/549428	10/27/2009	3701863	International Coffee & Tea, LLC
FRU-TEA	United States	Registered	01/10/2006	78/788809	03/18/2008	3399767	International Coffee & Tea, LLC
ICE BLENDED	United States	Registered	12/29/1993	74/474891	09/19/1995	1920010	International Coffee & Tea, LLC
ICE BLENDED THE COFFEE BEAN & TEA LEAF EST. 1963 & Design 	United States	Registered	06/27/2003	76/528539	11/27/2007	3342386	International Coffee & Tea, LLC
ONE TOUCH. ONE PERFECT CUP.	United States	Registered	10/12/2010	85/150447	01/31/2012	4094432	International Coffee & Tea, LLC
ONE TOUCH. ONE PERFECT CUP.	United States	Registered	10/12/2010	85/150451	01/31/2012	4094433	International Coffee & Tea, LLC

Trademark	Country (State)	Status	Application Date	Application Number	Registration Date	Registration Number	Owner Name
Purple Straw Drawing 	United States	Registered	11/05/2010	85/170513	12/20/2011	4072993	International Coffee & Tea, LLC
Purple Straw Drawing 	United States	Registered	11/05/2010	85/170549	12/20/2011	4072994	International Coffee & Tea, LLC
Purple Straw Drawing 	United States	Registered	11/05/2010	85/170473	12/06/2011	4065894	International Coffee & Tea, LLC
SIMPLY THE BEST	United States	Registered	09/17/2003	76/549429	01/15/2008	3369790	International Coffee & Tea, LLC
THE COFFEE BEAN	United States	Registered	09/19/2013	86/069088	10/14/2014	4622368	International Coffee & Tea, LLC
THE COFFEE BEAN	United States	Registered	12/29/1993	74/475672	05/10/2005	2946995	International Coffee & Tea, LLC
THE COFFEE BEAN & TEA LEAF	United States	Registered	08/12/1998	75/535094	03/14/2000	2,328,250	International Coffee & Tea, LLC
THE COFFEE BEAN & TEA LEAF & Design 	United States	Registered	12/29/1993	74/474894	06/16/1998	2164914	International Coffee & Tea, LLC
THE COFFEE BEAN & TEA LEAF EST. 1963 Logo 	United States	Registered	12/13/2017	87/719905	02/26/2019	5683333	International Coffee & Tea, LLC
THE ORIGINAL ICE BLENDED	United States	Registered	12/08/2003	76/564080	12/06/2005	3022455	International Coffee & Tea, LLC
THE ORIGINAL ICE BLENDED & Design 	United States	Registered	07/07/2003	76/530223	01/15/2008	3367427	International Coffee & Tea, LLC
ULTIMATE ICE BLENDED	United States	Registered	12/08/2003	76/564081	07/04/2006	3110840	International Coffee & Tea, LLC
WE'RE POURING HAPPY	United States	Registered	07/25/2014	86/348039	03/03/2015	4695827	International Coffee & Tea, LLC
WHITE CHOCOLATE DREAM	United States	Registered	12/08/2003	76/564075	12/14/2004	2910136	International Coffee & Tea, LLC
WINTER DREAM TEA	United States	Registered	09/17/2003	76/549433	07/11/2006	3114624	International Coffee & Tea, LLC