

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM629446

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900597514		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cleanse and Burn Inc.		01/08/2021	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	QURE Beverages Inc.		
<b>Street Address:</b>	333 City Blvd West, Ste 1700		
<b>City:</b>	Orange		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92868		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3748881	QURE	
<b>Registration Number:</b>	5262712	QURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	909-566-2801		
<b>Email:</b>	ken@caipattorney.com		
<b>Correspondent Name:</b>	Making Innovation Count, Kenneth Avila		
<b>Address Line 1:</b>	PO Box 1656		
<b>Address Line 4:</b>	Dunlap, TENNESSEE 37327		
<b>ATTORNEY DOCKET NUMBER:</b>	QB210107TA		
<b>NAME OF SUBMITTER:</b>	Kenneth Avila		
<b>SIGNATURE:</b>	/Kenneth Avila/		
<b>DATE SIGNED:</b>	03/03/2021		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is made and entered on January 8, 2021, by and between Cleanse and Burn Inc., a citizen of California with a principal place of business at 333 City Blvd West, Ste 1700 in Orange, California ("Assignor"), and QURE Beverages Inc, a citizen of California with a principal place of business at 333 City Blvd West, Ste 1700 in Orange, California ("Assignee"), (collectively referred to as the "Parties").

**Whereas**, Assignor is the owner of the trademark registration(s) 3748881 and 5262712 as described in Exhibit A attached hereto and incorporated by reference herein (the "Marks"); and

**Whereas**, Assignor wishes to assign all their rights in the Marks to Assignee.

**Now, Therefore**, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

**1. ASSIGNMENT:** Assignor hereby assigns, sells and transfers to Assignee all of his/her/its rights, title and interest in and to the Marks, including, but not limited to: (i) all registration rights with respect to the Marks, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Marks, and (iv) all income, royalties or claims relating to the Marks due or payable on or after the date of this Assignment.

**2. ASSIGNOR'S REPRESENTATIONS:** Assignor represents and warrants (i) that Assignor is the exclusive owner of the Marks, (ii) that Assignor possesses all rights, title and interest in and to the Marks, (iii) that Assignor has the power to enter into this Assignment, (iv) that the Marks do not infringe on the rights of any other person or entity, and (iv) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.

**3. CONTINUING OBLIGATIONS:** Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.


**4. BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

**5. GOVERNING LAW:** This Assignment shall be governed by and construed in accordance with the laws of the State of California.

**[Remainder of this page intentionally left blank]**

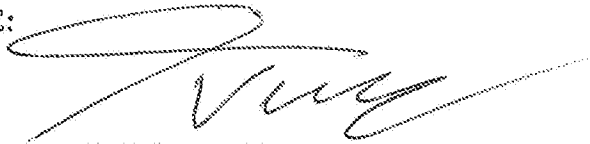
IN WITNESS THEREOF, the Parties have caused this Assignment to be executed the day and year first above written.

ASSIGNOR:



\_\_\_\_\_  
Thomas Ventura, President at Cleanse and Burn Inc.

ASSIGNEE:



\_\_\_\_\_  
Thomas Ventura, President at QURE Beverages Inc.

**EXHIBIT A**

**DESCRIPTION OF MARKS**

**QURE**

**Word Mark** QURE  
**Goods and Services** IC 032, US 045 040 048, G & S; Bottled water; bottled artesian water; bottled drinking water; purified bottled drinking water; aerated water; flavored bottled water. FIRST USE: 20080101. FIRST USE IN COMMERCE: 20080701  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 87975404  
**Filing Date** September 16, 2016  
**Current Basis** 1A  
**Original Filing Basis** 1A;16  
**Published for Opposition** January 31, 2017  
**Registration Number** 5282712  
**Registration Date** August 8, 2017  
**Owner** (REGISTRANT) Cleanse and Burn, Inc. DBA Qure CORPORATION CALIFORNIA 333 City Blvd. West Ste 1700 Orange CALIFORNIA 92668  
**Attorney of Record** Mark H. Ploger  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

**QURE**

**Word Mark** QURE  
**Goods and Services** IC 011, US 013 021 023 031 034, G & S; Home, Office and commercial filtration systems for alkaline ionized water. FIRST USE: 20080504. FIRST USE IN COMMERCE: 20080504  
IC 002, US 045 040 048, G & S; Alkaline ionized mineral water in bottles for retail stores. FIRST USE: 20080504. FIRST USE IN COMMERCE: 20080804  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Trademark Search Facility Classification Code** LETTER-3-OR-MORE QURE Combination of three or more letters as part of the mark  
**Serial Number** 77742009  
**Filing Date** May 21, 2009  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 1, 2009  
**Registration Number** 3748831  
**Registration Date** February 16, 2010  
**Owner** (REGISTRANT) Ventura, Thomas (INDIVIDUAL UNITED STATES 2801 West Coast Hwy Suite 200 Newport Beach CALIFORNIA 92663  
(LAST LISTED OWNER) CLEANSE AND BURN CORPORATION CALIFORNIA 333 City Blvd West, Ste 1700 ORANGE CALIFORNIA 92668  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Mark H. Ploger  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15, SECT 8 (5-YR)  
**Live/Dead Indicator** LIVE

**TRADEMARK**

**RECORDED: 02/18/2021**

**REEL: 007207 FRAME: 0823**