

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM636074

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Laboratorios Pisa, S.A. de CV		01/15/2021	Corporation: MEXICO

RECEIVING PARTY DATA

Name:	Sueros y Bebidas Rehidratantes, S.A. de C.V.
Street Address:	Ave. España 1840, Colonia Moderna
City:	Guadalajara, Jalisco
State/Country:	MEXICO
Postal Code:	44190
Entity Type:	Corporation: MEXICO

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Serial Number:	87115109	ELECTROLIFE
Serial Number:	87099391	ELECTROLIFE
Serial Number:	87155973	ELECTRO LIFE
Serial Number:	88654471	ELECTROLIFE
Serial Number:	88654461	ELECTROLIFE
Serial Number:	88565336	ELECTRO LIFE
Serial Number:	88565359	ELECTRO LIFE
Serial Number:	87155968	ELECTRO LIFE
Serial Number:	90309837	BERRY BLISS
Serial Number:	90309879	TROPICAL PASSION FRUIT
Serial Number:	90309885	MANGO BLAST
Serial Number:	90309921	LEMON LIME BREEZE
Serial Number:	90309935	LEMON BREEZE
Serial Number:	87216789	ELECTRO LIFE ENERGY SHOT WITH ELECTROLYT
Registration Number:	4222726	ELECTROLIT
Registration Number:	4717232	ELECTROLIT
Registration Number:	4717350	ELECTROLIT
Registration Number:	4833885	ELECTROLIT

OP \$540.00 87115109

Property Type	Number	Word Mark
Registration Number:	3743382	ELECTROLIT
Registration Number:	5082957	ELECTRO LIFE
Registration Number:	4687397	ELECTROSHOT

CORRESPONDENCE DATA

Fax Number:

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: 7877729200
Email: ip@hhoglund.com
Correspondent Name: Samuel F. Pamias
Address Line 1: 256 Eleanor Roosevelt
Address Line 4: San Juan, PUERTO RICO 00918

NAME OF SUBMITTER:	Samuel F. Pamias
SIGNATURE:	/Samuel F. Pamias/
DATE SIGNED:	04/01/2021

Total Attachments: 6
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ASSIGNMENT AGREEMENT

This Assignment Agreement (the "**Agreement**") is entered into on January 15, 2021 (the "**Effective Date**") by and between:

Laboratorios Pisa, S.A. de C.V. ("PISA" and/or "Assignor"), a corporation organized and existing under the laws of the Country of Mexico, and having its principal offices and headquarters at Av. España 1840, Colonia Moderna, Zip Code 44190, in Guadalajara, Jalisco, México;

and

Sueros y Bebidas Rehidratantes, S.A. de C.V. ("Sueros y Bebidas" and/or "Assignee"), a corporation organized and existing under the laws of the Country of Mexico, having its principal offices and headquarters at Av. España 1840, Colonia Moderna, Zip Code 44190, in Guadalajara, Jalisco, México.

PISA and **Sueros y Bebidas** shall individually be referred to as the "**Party**" and together as the "**Parties**".

WHEREAS, **PISA** has in connection with its goods and services adopted, used or had bona fide intent to use, and is the owner of the entire rights, title, and interest in and to the Trademark Applications and Registrations filed before the United States Patent and Trademark Office (the "**Trademarks**"), including associated good will, which it uses in its business, as designated under Schedule A attached hereto.

WHEREAS, **Sueros y Bebidas** desires to obtain the entire rights, title, and interest in and to the aforesaid Trademarks, and in and to the good will of the business in connection with said Trademarks;

NOW, THEREFORE, for and in consideration of the mutual covenants and premises, the Parties agree as follows:

1. For and in consideration of the sum of one U.S. dollar (\$1.00 only), and other good and valuable consideration, paid by **Sueros y Bebidas**, the receipt of which is hereby acknowledged, **PISA** by the present Agreement does hereby sell, transfer, assign and convey onto **Sueros y Bebidas**, its legal representatives, successors, and assigns: a) all rights, title, and interests derived from and in connection with the Trademarks; b) together with the goodwill of the business relating to the products and services on which the marks are used and for which they are registered and symbolized by the Trademarks; c) and together with all claims for damages by reason of past or future infringement or unfair competition of or in connection with any said Trademarks, including all rights for **Sueros y Bebidas** to sue, claim and/or defend the Trademarks accordingly.

2. **PISA** represents and warrants that it is the sole proprietor of all rights, title and interests derived from the Trademarks, and that the assignment of the Trademarks from **PISA** to **Sueros y Bebidas** shall not cause any infringement of intellectual property rights of any third party in the United States of America. The Trademarks are assigned in their present legal status. To **PISA's** knowledge, there are no parties that are using the Trademarks, own registrations or pending applications for registration of the Trademarks, and there are no cases which may adversely affect the Trademarks.

3. **PISA** shall furnish to **Sueros y Bebidas** all the necessary information on and in connection with the Trademarks, which may be required to perfect title in the Trademarks.

IN TESTIMONY WHEREOF, the Parties have caused their officials to be subscribed hereto, under authority duly received this 04 day of December, 2020.

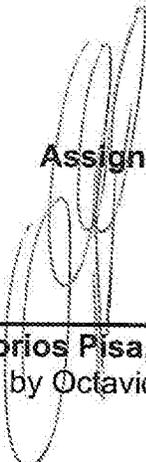
Furthermore, the Parties acknowledge and understand that the present Agreement is comprised of the following documents:

1. Assignment Agreement (Pages 1 to 2).
2. Schedule A (Page 4).

Assignee

Assignor

**Sueros y Bebidas Rehidratantes,
S.A. de C.V.**
represented by Oscar Osorio
Arechavaleta.



Laboratorios Piza, S.A. de C.V.
represented by Octavio Álvarez Aldrete

The preceding signatures correspond to the Assignment Agreement entered into by and between Laboratorios Piza, S.A. de C.V., and Sueros y Bebidas Rehidratantes, S.A. de C.V., on January 15, 2021.

Schedule A

To the Assignment Agreement entered into by and between "Laboratorios Pisa, S.A. de C.V." and "Sueros y Bebidas Rehidratantes, S.A. de C.V.", on January 15, 2021.

I. Registered Trademarks

The following includes the trademarks and their registration number:

Trademark	Class	Registration No	Validity
ELECTROLIT	5	4222726	10/SEP/2022
ELECTROLIT	32	4222726	10/SEP/2022
ELECTROLIT	5	4717232	7/APR/ 2025
ELECTROLIT	5	4717350	7/APR/ 2025
ELECTROLIT	32	4717350	7/APR/ 2025
ELECTROLIT	32	4717232	7/APR/ 2025
ELECTROLIT	5	4833885	13/OCT/2025
ELECTROLIT	32	4833885	13/OCT/2025
ELECTROLIT	5	3743382	26/JAN/ 2020
ELECTROLIT	32	3743382	26/JAN/ 2020
ELECTRO LIFE	32	5082957	15/DEC/2022
ELECTROSHOT	5	4687397	17/FEB/2025
ELECTROSHOT	32	4687397	17/FEB/2025
ELECTRO LIFE ENERGY SHOT WITH ELECTROLYTES	32	87216789	26/OCT/2016

II. Trademarks Applications

The following includes the trademark applications and their file number.

Trademark	Class	Application No	Validity (assuming registration)
ELECTRO LIT	32	1796711	19/ AUG /2016
ELECTROLIFE	32	87115109	8/JUL/2016
ELECTROLIFE	5	87099391	7/NOV/2016
ELECTROLIFE	5	87115109	25/JUL/2016
ELECTROLIFE	5	87/155,973	3/ AUG /2016
ELECTROLIFE	32	87/155,973	3/ AUG /2016
ELECTRO LIFE	5	88654471	15/OCT/2019
ELECTRO LIFE	32	88654471	15/OCT/2019
ELECTRO LIFE	5	88654461	15/OCT/2019
ELECTRO LIFE	32	88654461	15/OCT/2019
ELECTRO LIFE	5	88565336	2/AUG/2019
ELECTRO LIFE	32	88565359	2/AUG/2019
ELECTRO LIFE	32	87/155,968	30/AUG/2016
ELECTRO LIFE	5	87/155,968	30/AUG/2016
BERRY BLISS	5	90309837	10/NOV/2020
BERRY BLISS	32	90309837	10/NOV/2020
BERRY BLISS	35	90309837	10/NOV/2020
TROPICAL PASSION FRUIT	5	90309879	10/NOV/2020
TROPICAL PASSION FRUIT	32	90309879	10/NOV/2020
TROPICAL PASSION FRUIT	35	90309879	10/NOV/2020
MANGO BLAST	5	90309885	10/NOV/2020
MANGO BLAST	32	90309885	10/NOV/2020
MANGO BLAST	35	90309885	10/NOV/2020

LEMON LIME BREEZE	5	90309921	10/NOV/2020
LEMON LIME BREEZE	32	90309921	10/NOV/2020
LEMON LIME BREEZE	35	90309921	10/NOV/2020
LEMON BREEZE	5	90309935	10/NOV/2020
LEMON BREEZE	32	90309935	10/NOV/2020
LEMON BREEZE	35	90309935	10/NOV/2020
ELECTRO LIFE ENERGY SHOT WITH ELECTROLYTES	32	87216789	26/OCT/2016

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