


CONSENT

Re: Trademark Application Serial No.: 88392639
Mark: CLEVER BLEND
Applicants: Luca Tesconi and Andrea Alimonta

Luca Tesconi
Andrea Alimonta

Dear Mr. Tesconi and Mr. Alimonta:

This letter, by the signature below, will confirm that Humafood LLC
(“Registrant”) owns United States Trademark Registration No. 5774422, for the  mark in association with “Coffee shops” in International Class 043.

Registrant hereby consents to the use and registration of the trademark CLEVER BLEND, Serial No. 88392639, by L u c a Tesconi and Andrea Alimonta (“Applicants”) for:

Coffee; Ground Coffee Beans; Roasted Coffee Beans in International Class 30.

Retail store services featuring coffee, tea, cocoa, packaged and prepared foods, cups, mugs, tote bags, clothing, caps and hats, non-electric appliances, coffee makers, coffee drippers; On-line retail store services featuring coffee and coffee related products, cups, mugs, non-electric appliances, namely, beverage makers, coffee makers, coffee drippers; Wholesale services featuring coffee, non-electric appliances, namely, beverage makers, coffee makers, coffee drippers; Direct mail sales, featuring coffee, cups, mugs, non-electric appliances, namely, beverage makers, coffee makers, coffee drippers; Retail sales through mobile devices and similar technology featuring coffee and coffee related products, cups, mugs; non-electric appliances, namely, beverage makers, coffee makers, coffee drippers in International Class 35.

Coffee Shop and Cafe services in International Class 43.

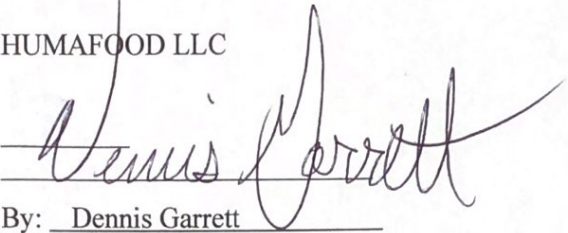
The basis for this consent is the mutual determination of the parties that there is no likelihood that consumers have been or will be confused by the use and registration of the two marks. This is supported by the fact that there have been no instances of confusion over a period of more than one year. In addition, the nature of the parties' respective marks as used on the services and goods offered and sold by the parties are distinctly different and unlikely to be considered derived from the same source. The services and goods offered under the parties' respective marks are not offered through identical or similar channels of trade, and the market conditions surrounding the relevant trade channels mitigate against any likelihood of consumer confusion.

In order to carry out the intent of this consent, the parties agree to cooperate in taking any reasonable action to avoid confusion and to correct any instances or likelihood of confusion which come to their attention.

Registrant agrees to the terms of this consent by signing and dating, and returning this letter to Applicant.

Very truly yours,

HUMAFOOD LLC



By: Dennis Garrett

Title: CEO

Date: 10/25/19