

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Skinny Girl Cocktails LLC		03/08/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BB Endeavors LLC		
Street Address:	255 Hudson Street, Apt. 8A		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3795804	SKINNYGIRL	
CORRESPONDENCE DATA			
Fax Number:	(415)325-2701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-352-2700		
Email:	sftrademark@bullivant.com		
Correspondent Name:	Diane J. Mason		
Address Line 1:	Bullivant Houser Bailey PC		
Address Line 2:	601 California Street, Suite 1800		
Address Line 4:	San Francisco, CALIFORNIA 94108		
ATTORNEY DOCKET NUMBER:	35216-1		
NAME OF SUBMITTER:	Diane J. Mason		
Signature:	/DJM/		
Date:	04/06/2011		
Total Attachments: 1 source=SG-BB Assignment#page1.tif			

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is made effective as of March 8, 2011 by and between Skinny Girl Cocktails LLC ("Assignor") and BB Endeavors, LLC ("Assignee").

**RECITALS**

WHEREAS, Assignor filed the trademark applications and obtained the trademark registrations identified in Schedule A hereto (the "Marks");

WHEREAS, Assignee is the successor to the portion of the business of Assignor to which the Marks pertain;

WHEREAS, Assigned desires to obtain from Assignor, and Assignor desires to assign to Assignee, all of Assignor's right, title and interest in and to the Marks, together with all of the goodwill of Assignor's business symbolized by or associated with the Marks, except that Assignor does not desire to assign any of its right, title or interest as pertains to any Class 33 Goods (as defined below) covered by the Marks; and

WHEREAS, "Class 33 Goods" shall mean those categories of goods currently classified under International Class 33 of the International Schedule of Goods and Services as ratified by the 9th Edition of the Nice Agreement on January 1, 2007;

**ASSIGNMENT**

NOW THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and conveys to Assignee all of its right, title and interest in and to the Marks, including without limitation any and all registrations, applications, and/or common law rights, together with all of the goodwill of Assignor's business symbolized by or associated with the Marks, and any and all income, royalties, damages and payments now or hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past, present or future infringements. This assignment does not pertain to any Class 33 Goods covered by the Marks, and Assignor expressly reserves to itself and retains all right, title and interest in and to the Marks as they are registered and/or used in connection with Class 33 Goods.

**SKINNY GIRL COCKTAILS, LLC**

By: \_\_\_\_\_

Print Name: David Kantor

Title: CEO

**BB ENDEAVORS, LLC**

By: \_\_\_\_\_

Print Name: Bethany Frostel

Title: Managing Member