

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
Arta Holdings, LLC		09/21/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Arta Tequila, LLC		
Street Address:	8001 S. Interport Blvd., Suite 360		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77596473	ARTA TEQUILA	
Serial Number:	77596477	THE ART OF TEQUILA	
CORRESPONDENCE DATA			
Fax Number:	(415)576-0300		
Phone:	(925) 472-5000		
Email:	kheldt@kilpatricktownsend.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	R. Gwen Peterson, Esq.		
Address Line 1:	Kilpatrick Townsend & Stockton LLP		
Address Line 2:	Two Embarcadero Center, 8th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111-3834		
ATTORNEY DOCKET NUMBER:	91921-750997 (000100US)		
NAME OF SUBMITTER:	Kimberly Heldt		

OP \$65.00 77596473

900203183

**TRADEMARK
 REEL: 004631 FRAME: 0514**

Signature:	/Kimberly Heldt/
Date:	09/27/2011
Total Attachments: 3 source=91921_Assignment2_ArtaHoldings_to_ArtaTequila_Specific#page1.tif source=91921_Assignment2_ArtaHoldings_to_ArtaTequila_Specific#page2.tif source=91921_Assignment2_ArtaHoldings_to_ArtaTequila_Specific#page3.tif	

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Arta Holdings, LLC

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other Limited Liability Company ("LLC")

Citizenship (see guidelines) DE

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) _____

- Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Arta Tequila, LLC

Internal _____

Address: _____

Street Address: 8001 S. Interport Blvd., Suite 360

City: Englewood

State: CO

Country: US Zip: 80112

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____

Other LLC Citizenship Colorado
 If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77596473, 77596477

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: R. Gwen Peterson, Esq.

Internal Address: Kilpatrick Townsend & Stockton LLP

Street Address: Two Embarcadero Center, 8th Floor

City: San Francisco

State: CA Zip: 94111-3834

Phone Number: (925) 472-5000

Fax Number: (415) 576-0300

Email Address: rpeterson@kilpatricktownsend.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65

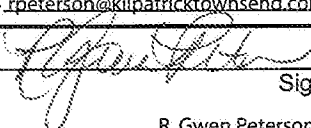
- Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number 20-1430

Authorized User Name R. Gwen Peterson, Esq.

9. Signature:



Signature

09/27/2011

Date

R. Gwen Peterson, Esq.

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made from Arta Holdings, LLC, a Delaware limited liability company having a business address at 99 Osgood Street, San Francisco, California 94133 (hereinafter "Assignor"), to Arta Tequila, LLC, a Colorado limited liability company whose principal place of business is 8001 S. Interport Blvd., Suite 360, Englewood, Colorado 80112 (hereinafter "Assignee").

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the trademarks and service marks listed in Schedule A hereto (hereinafter collectively "the Marks"), including the U.S. Trademark and Service Mark Applications therefore, all of the business related thereto, all of the goodwill pertaining thereto, all rights to use, register or renew registrations for the Marks, or collect royalties for the licensing thereof, and all claims for infringement thereof (hereinafter "All Rights in the Marks"); and


WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Marks (as defined hereinabove).

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks (as defined hereinabove). The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Marks may be granted or renewed are to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; including all claims for royalties for licensing of the Marks and damages by reason of past infringement(s) of the Marks, with the right to sue for and collect the same for its own use and benefit, for the use, benefit and on behalf of its successors, assigns and other legal representatives.

In Witness Hereof, Assignor has executed this Trademark Assignment effective as of July 12, 2011.

Arta Holdings, LLC
Assignor

Dated: 9-20-11

By: 
David Fox, CEO

SCHEDULE A TO TRADEMARK ASSIGNMENT

Pursuant to the attached Trademark Assignment, the following mark(s) are assigned from Arta Holdings, LLC to Arta Tequila, LLC:

<u>MARK</u>	<u>U.S. REG. NO.</u>	<u>U.S. APP. NO.</u>
ARTA TEQUILA		77/596,473
THE ART OF TEQUILA		77/596,477