

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
Hero Spirit Holdings, LLC		09/20/2011	LIMITED LIABILITY COMPANY: TENNESSEE

RECEIVING PARTY DATA

Name:	Hero Spirit, LLC
Street Address:	312 Lind Street
City:	McMinnville
State/Country:	TENNESSEE
Postal Code:	37110
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	85155948	BRAND OF BROTHERS
Serial Number:	77898277	FOR HEROES. BY HEROES.
Serial Number:	85156206	G.I.
Serial Number:	77877136	HEROES VODKA
Serial Number:	77877148	OFFICIAL SPIRIT OF A GRATEFUL NATION
Serial Number:	77898295	SOME PEOPLE DRINK TO FORGET. WE DRINK TO REMEMBER.
Serial Number:	85371473	TROOPAIDE

CORRESPONDENCE DATA

Fax Number: (615)687-6993
 Phone: 615-238-6304
 Email: trademarks@bonelaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Paul W. Kruse

900204238

**TRADEMARK
 REEL: 004639 FRAME: 0111**

OP \$190.00 85155948

Address Line 1: 511 Union Street
Address Line 2: Suite 1600
Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER: 003958-60800

NAME OF SUBMITTER: Paul W. Kruse

Signature: /Paul W. Kruse/

Date: 10/10/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT


TRADEMARK ASSIGNMENT made as of September 20, 2011 by and among Hero Spirit Holdings, LLC with an address at 312 Lind Street, McMinnville, Tennessee 37110 (the "Assignor") and Hero Spirit, LLC with an address at 312 Lind Street, McMinnville, Tennessee 37110 (the "Assignee"). Assignee is a Limited Liability Company of Tennessee.

Assignor owns all right, title and interest to certain trademark(s), the applications and/or registrations for which are set forth in SCHEDULE A (collectively, the "Trademark(s)") Assignor wishes to assign all right, title and interest to the Trademark(s) to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark(s), together with the good will of the business symbolized by the Trademark(s) and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark(s) and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

If any of the Trademark(s) are the subject of an application based on Assignor's bona fide intent to use the Trademark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark(s) pertain.


Hero Spirit Holdings, LLC

By: 

Name: Travis McVey

Title: Founder & CHIEF VETERAN OFFICER

Hero Spirit, LLC

By: 

Name: Travis McVey

Title: Founder & CHIEF VETERAN OFFICER

SCHEDULE A

Mark	Status	Ser. No.	Reg. No.	Class
BRAND OF BROTHERS	Pending	85155948		33
FOR HEROES. BY HEROES.	Registered	77898277	3818293	33
G.I.	Pending	85156206		33
HEROES VODKA	Registered	77877136	3933423	33
OFFICIAL SPIRIT OF A GRATEFUL NATION	Registered	77877148	3859442	33
SOME PEOPLE DRINK TO FORGET. WE DRINK TO REMEMBER.	Registered	77898295	3818295	33
TROOPAIDE	Pending	85371473		32

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