

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Skinny Girl Cocktails LLC		03/08/2011	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BB Endeavors, LLC		
<b>Street Address:</b>	P.O. Box 2088		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85132633		
<b>Serial Number:</b>	77621838	SKINNYGIRL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)391-8766		
<b>Phone:</b>	415-913-4911		
<b>Email:</b>	trademarksf@leclairryan.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Diane J. Mason		
<b>Address Line 1:</b>	44 Montgomery Street, 18th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94104		
<b>ATTORNEY DOCKET NUMBER:</b>	26935.2024 AND 2028		
<b>NAME OF SUBMITTER:</b>	Diane J. Mason		
<b>Signature:</b>	/djm/		

CH \$65.00 85132633

Date:

12/27/2011

Total Attachments: 3

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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, Assignee 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: Bethenny Foxsted

Title: Managing Member

**Schedule A**

<u>Mark:</u>	<u>Reg. No./ Serial No.:</u>	<u>Country:</u>	<u>Goods/Services Assigned:</u>
<b>SKINNYGIRL</b>	Reg. No. 1300478	Australia	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; glassware; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 1429470	Canada	Cocktail shakers; cocktail stirrers; cocktail strainers; glassware, namely beverage glassware, bar glassware; pitchers; prepared non-alcoholic cocktails; non-alcoholic cocktail mixes
<b>SKINNYGIRL</b>	Reg. No. 183931	Dominican Republic	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	Reg. No. 8221517	European Union	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; glassware; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 301705284	Hong Kong	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 2019424	India	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	Reg. No. 5296113	Japan	Class 21: Cocktail shakers, shakers, cocktail stirrers, cocktail strainers, strainers, painted glassware, pitchers, ice pails, non - electric beaters, pepper pots, sugar bowls, salt shakers, egg cups, napkin holders, napkin rings, cabarets (trays), toothpick holders, colanders, shakers, japanese style cooked rice, scoops (shamoji), hand - operated coffee grinders and pepper mills, cooking funnels, pestles for pounding, japanese style earthenware mortars, (suribachi), japanese style personal dining trays or stands (zen), bottle openers, cooking graters, tart scoops, pan - mats, chopsticks, chopstick cases, ladles and dippers, sieves (household utensils), chopping boards for kitchen use, rolling pins (for cooking purposes), grills (cooking utensils), toothpicks, lemon squeezers (citrus juices), waffle irons (non - electric), cleaning tools and washing utensils  Class 32: Prepared non-alcoholic cocktails, non-alcoholic cocktail mixes, non-alcoholic fruit juice beverages, non-alcoholic

			beverages, carbonated drinks (refreshing beverages), non-alcoholic fruit juice beverages, whey beverages, vegetable juices (beverages)
<b>SKINNYGIRL</b>	Reg. No. 1183855	Mexico	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.
<b>SKINNYGIRL</b>	App. No. 1116568	Mexico	Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 829809	New Zealand	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 193155-01	Panama	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.
<b>SKINNYGIRL</b>	App. No. 193158-01	Panama	Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	App. No. 72818	Puerto Rico	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.
<b>SKINNYGIRL</b>	App. No. 72817	Puerto Rico	Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	Reg. No. 3795804	United States	Class 25: Aprons; t-shirts; caps.
<b>SKINNYGIRL</b>	App. No. 77/621,838	United States	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
 ("Skinny Girl Logo")	App. No. 85/132,633	United States	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	None Assigned	Virgin Islands	Class 13: Cocktail shakers; cocktail stirrers; cocktail strainers.  Class 15: Beverage glassware and shot glasses; pitchers.  Class 44: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.
<b>SKINNYGIRL</b>	None Assigned	Virgin Islands	Class 21: Cocktail shakers; cocktail stirrers; cocktail strainers; beverage glassware and shot glasses; pitchers.  Class 32: Prepared non-alcoholic cocktails; non-alcoholic cocktail mixes.