

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
Catalina Products, LLC		06/14/2012	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	Coopers DIY, LLC		
Street Address:	5620 N. Kolb Road, Suite 205		
City:	Tucson		
State/Country:	ARIZONA		
Postal Code:	85750		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2239049	MR. BEER	
Registration Number:	3203599	MR. ROOTBEER	
CORRESPONDENCE DATA			
Fax Number:	6027343750		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(602) 262-5311		
Email:	TRADEMARKS@LRLAW.COM		
Correspondent Name:	Jennifer A. Van Kirk		
Address Line 1:	Lewis and Roca LLP		
Address Line 2:	40 North Central Avenue, Suite 1900		
Address Line 4:	Phoenix, ARIZONA 85004		
ATTORNEY DOCKET NUMBER:	42983-2		
NAME OF SUBMITTER:	Jennifer A. Van Kirk		

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Signature:	/JENNER A. VAN KIRK/
Date:	07/13/2012
Total Attachments: 3 source=Coopers DIY assignment#page1.tif source=Coopers DIY assignment#page2.tif source=Coopers DIY assignment#page3.tif	

ACKNOWLEDGMENT AND ASSIGNMENT

This Acknowledgment and Assignment is entered into between **Catalina Products, LLC**, an Arizona limited liability company, doing business at 5620 N. Kolb Road, Suite 205, Tucson, Arizona, 85750-0731 ("Assignor") and **Coopers DIY, LLC**, a Delaware corporation, also doing business at 5620 N. Kolb Road, Suite 205, Tucson, Arizona, 85750-0731 ("Coopers").

RECITALS

A. Assignor is the registered owner of the MR. ROOTBEER and MR. BEER trademarks, including the trademark and trade name registrations set forth at Exhibit A (collectively the "Trademarks").

B. Assignor and Coopers are party to an Asset Purchase Agreement effective 1/1/2012 ("Asset Purchase Agreement") by which Coopers acquired Assignor's rights in the Trademarks and the business related to the Trademarks.

C. Assignor and Coopers desire to confirm the rights now owned by Coopers to facilitate recordal of their transfer with the United States Patent and Trademark Office and the Arizona Secretary of State Office.

In consideration of the promises and covenants hereinafter set forth, and for other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Coopers agree as set forth below.

AGREEMENTS AND ACKNOWLEDGMENTS

1. The parties acknowledge and agree that Assignor assigned to Coopers all right, title and interest in the Trademarks, together with any goodwill of the business symbolized by the Trademarks pursuant to the Asset Purchase Agreement. Assignor further acknowledges that it assigned to Coopers all causes of action arising out of or related to past, present or future infringement or misappropriation of the Trademarks and related remedies, including, without limitation, the right to sue for past, present or future infringement, misappropriation, or violation of rights related to the Trademarks and collect damages therefor.

2. To the extent the Trademarks or any of the rights associated with the Trademarks are determined not to have been previously assigned from Assignor to Coopers, Assignor hereby sells, assigns, transfers and conveys to Coopers all of its right, title and interest, whether statutory or common law, in and to Trademarks, including the goodwill of the business symbolized by Trademarks and all causes of action arising out of or related to past, present or future infringement or misappropriation of the Trademarks and related remedies, including, without limitation, the right to sue for past, present or future infringement, misappropriation, or violation of rights related to the Trademarks and collect damages therefor.

IN WITNESS WHEREOF and intended to be legally bound by, the parties have hereunder set their hands, the day and year written below.

[SIGNATURES TO FOLLOW]

IN WITNESS WHEREOF, Assignor has caused this Acknowledgment and Assignment to be executed by its duly authorized representative on this 14th day of JUNE, 2012.

ASSIGNOR

CATALINA PRODUCTS, LLC

By:  _____

Name: MIKE BERNSTEIN _____

Title: OWNER / PRESIDENT _____

IN WITNESS WHEREOF, Coopers accepts this Acknowledgment and Assignment to be executed by its duly authorized representative on this 14th day of JUNE, 2012.

ASSIGNEE

COOPERS DIY, LLC

By:  _____

Name: MIKE BERNSTEIN _____

Title: MANAGING DIRECTOR _____

EXHIBIT A

FEDERAL REGISTRATIONS

Trademark	Reg No	Reg Date	Class
MR. BEER	2239049	4/13/99	32
MR. ROOTBEER	3203599	01/30/07	32

ARIZONA STATE REGISTRATIONS

Trade Name	Reg No	Reg Date	Business Type
MR. BEER	223754	12/29/99	Sales of home brew kits