900269423 10/21/2013

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
Brim Holdings LLC		109/03/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Brim Brands LLC
Street Address:	1175 Place du Frere Andre
City:	Montreal, Quebec
State/Country:	CANADA
Postal Code:	H3B 3X9
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark	
Registration Number:	4371120	BRIM	
Registration Number:	3077302	FILL IT TO THE RIM WITH BRIM	
Registration Number:	3066498	BRIM	

CORRESPONDENCE DATA

Fax Number: 2027568087

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

via US Mail.

Phone: 202-756-8000

Email: washington_ip_docket@mwe.com, rkim@mwe.com,

bmorgan@mwe.com, ksandacz@mwe.com

Correspondent Name: Richard Y. Kim

Address Line 1: 500 North Capitol Street, NW Address Line 2: McDermott Will & Emery LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER: 067600-0140

TRADEMARK

REEL: 005134 FRAME: 0313

DOMESTIC REPRESENTATIVE

Name: Richard Y. Kim

Address Line 1: 500 North Capitol Street, NW Address Line 2: McDermott Will & Emery LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:	Richard Y. Kim	
Signature:	/Richard Y. Kim/	
Date:	10/21/2013	

Total Attachments: 3

source=Trade-mark Assigment between Brim Holdings LLC and Brim Brands LLC#page1.tif source=Trade-mark Assigment between Brim Holdings LLC and Brim Brands LLC#page2.tif source=Trade-mark Assigment between Brim Holdings LLC and Brim Brands LLC#page3.tif

TRADEMARK REEL: 005134 FRAME: 0314

EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, Brim Holdings LLC, a Delaware limited liability company, whose mailing address is 300 North LaSalle Drive, Suite 4925, Chicago, Illinois, 60654 ("ASSIGNOR") has adopted and/or used the marks listed on Schedule 1 attached hereto (the "Marks"), or is otherwise the owner of the Marks, together with the goodwill symbolized thereby;

WHEREAS, Brim Brands LLC, a Delaware limited liability company, whose mailing address is 1175 Place du Frère André, Montreal, Quebec, H3B 3X9, Canada ("ASSIGNEE"), the successor of ASSIGNOR'S ongoing and existing business, or portion thereof, to which the Marks pertain, is desirous of acquiring the Marks, including any common law rights associated therewith, and any and all registrations issued in connection therewith or applications therefor and the goodwill symbolized thereby; and

NOW, THEREFORE, in pursuance of said Agreement and consideration of the sum of ten dollars (\$10.00) paid by the said ASSIGNEE to the said ASSIGNOR, and other good and valuable consideration, ASSIGNOR does hereby convey, assign, transfer and set over unto ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the Marks, including any common law rights, ASSIGNOR'S ongoing and existing business, or portion thereof, to which the Marks pertain, together with the goodwill of the business symbolized thereby, together with all applications and/or registrations thereof, together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

ASSIGNOR:

			BRIM HOLDINGS LLC
			By: Mark Thomann Title: Manasing Director Date: 9/3/13
State of Zllinois)	ss:	

Before me, the undersigned notary, personally appeared <u>MARK Thrmann</u>, who, being by me duly sworn did say that he/she is the <u>Manager</u> of BRIM HOLDINGS LLC, and that said instrument was signed on behalf of and with authority of said corporation and said <u>Manager</u>

County of <u>Cook</u>

TRADEMARK
REEL: 005134 FRAME: 0315

acknowledged said instrument to be the free act and deed of said corporation this 3rd day of September, 2013.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

My Commission Expires:

01/24/2016

[SEAL]

OFFICIAL SEAL
JUVENAL E ECHEVERRIA
Notary Public - State of Illinois
My Commission Expires Jan 24, 2016

ASSIGNEE:

BRIM BRANDS LLC

Ву:

Name: Marcie Tichele Abarrandeau Title: Culthorized Reperentative

(Notary Public)

Date: 03/09/2013

SCHEDULE 1 ACTIVE TRADEMARKS

Mark	Country	Reg. (Appt.) No.	Class	Owner
BRIM	Canada	TMA766146	1	Brim Holdings LLC
BRIM	U.S.A.	4,371,120	11	Brim Holdings LLC
FILL IT TO THE RIM WITH BRIM	U.S.A.	3,077,302	30	Brim Holdings LLC
BRIM	U.S.A.	3,066,498	30	Brim Holdings LLC
BRIM	China	11551825	1 1	Brim Holdings LLC

DOMAIN NAMES

Domain Name	Owner	Registration Date	Renewal Date
www, <u>brim.com</u>	RiverWest Brands	February 10, 1996	February 11, 2015

TRADEMARK REEL: 005134 FRAME: 0317

RECORDED: 10/21/2013