

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
APPLE HOSPITALITY GROUP, LLC		09/20/2013	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	BALE OF TURTLES, LLC		
Street Address:	35100 GENESEE LAKE ROAD		
City:	OCONOMOWOC		
State/Country:	WISCONSIN		
Postal Code:	53066		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3919516	HODAG ALE	
Registration Number:	3919515	DAT' 'DER ROOT BEER!	
Registration Number:	3710601	M.O.E. JOE	
Registration Number:	3407000	MADE ON EARTH COFFEE	
CORRESPONDENCE DATA			
Fax Number:	2627831211		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	262-783-1300		
Email:	rkmiplaw.com		
Correspondent Name:	Ryan Kromholz & Manion, S.C.		
Address Line 1:	PO BOX 26618		
Address Line 4:	MILWAUKEE, WISCONSIN 53226		
ATTORNEY DOCKET NUMBER:	2109.22175; 176; 177; 178		

OP \$115.00 3919516

NAME OF SUBMITTER:	Melissa S. Hockersmith
Signature:	/Melissa S. Hockersmith/
Date:	10/30/2013
Total Attachments: 4 source=130920 Assignment for Filing#page1.tif source=130920 Assignment for Filing#page2.tif source=130920 Assignment for Filing#page3.tif source=130920 Assignment for Filing#page4.tif	



2120 Pewaukee Road, Suite 200
Waukesha, WI 53188
Telephone / Fax: 414-259-8466

September 17, 2013

Anthony Cortese
35100 Genesse Lake Road
Oconomowoc, WI 53066

RE: Assignment of Trademarks (the "Assignment") between Bale of Turtles, LLC
and Wisconsin Hospitality Group, LLC ("WHG")

Dear Anthony:

Enclosed please find one (1) original of each the following documents which have been executed on behalf of Apple Hospitality Group, LLC:

- (i) Assignment of Marks Form; and
- (ii) Intellectual Property Assignment.

Please review the documents carefully, sign where indicated and file both with the Department of Financial Institutions in Madison. Please remember to include a Fifteen Dollar (\$15.00) filing fee and include a self-addressed stamped envelope if you would like a copy returned to you as well

If you have any questions or comments, please do not hesitate to contact me. Thank you.

Very Truly Yours,

Cheryl Dettmann
Legal Assistant
Wisconsin Hospitality Group, LLC

Enclosures

cc: Timothy J. Randall (w/o enclosure, via e-mail *only*)

INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment") is made effective as of the last date indicated in the signature blocks below, by and between APPLE HOSPITALITY GROUP, LLC ("Assignor"), a Wisconsin limited liability company having its principal place of business at 2120 Pewaukee Road, Suite 200, Waukesha, WI 53188, to BALE OF TURTLES, LLC ("Assignee), a Wisconsin limited liability company having its principal place of business at 35100 Genesee Lake Road, Oconomowoc, WI 53066;

WHEREAS, Assignor has agreed to transfer to Assignee and Assignee has agreed to accept from Assignor certain of its intellectual property business assets; and

WHEREAS, in accordance therewith, Assignor desires to assign to Assignee all of Assignor's worldwide right, title and interest in and to the Intellectual Property listed on Exhibit A (the "Transferred IP Assets"), including with respect to any trademarks the goodwill of Assignor's businesses which is associated therewith and which is symbolized thereby.

NOW, THEREFORE, Assignor, for and in exchange for the one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, grant and convey to Assignee all of Assignor's worldwide right, title and interest in, to and under the Transferred IP Assets, together with the goodwill of the business associated with any trademarks and which is symbolized thereby, all rights to sue for infringement thereof, whether arising on, prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirety as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor makes no representations or warranties with respect to the condition, enforceability, or right to use the Transferred IP Assets and Assignee accepts the same on an "as is" basis without reliance on any claims, statements, or representations of Assignor.

Assignor agrees to execute, acknowledge and deliver to Assignee, at Assignee's request, any and all further documents, papers, affidavits, statements and/or other instruments, whether or not in paper or electronic form, to confirm Assignee's ownership of all rights pursuant to this Assignment.

This Assignment shall be binding upon the successors and assigns of Assignor and inure to the benefit of the successors and assigns of Assignee. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Wisconsin without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, the parties have caused their duly authorized officers to execute this Assignment effective as of the date last written below.

APPLE HOSPITALITY GROUP, LLC

By: 
Mark Dillon, President & CEO

BALE OF TURTLES, LLC

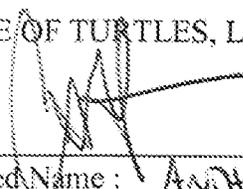
By:  9-20-13
Printed Name: Anthony Corde
Title: OWNER/FOUNDER

EXHIBIT A

Trademarks

- HODAG ALE, U.S. Trademark Registration No. 3919516
- DAT' 'DER ROOT BEER!, U.S. Trademark Registration No. 3919515
- M.O.E. JOE, U.S. Trademark Registration No. 3710601
- MADE ON EARTH COFFEE, U.S. Registration No. 3407000
- NUMSKULL BEER, Wisconsin State Trademark Registration No. 20105100275
- All common law rights in the foregoing

Copyrights, Trade Secrets, and Confidential Information

- All copyrights owned by Assignor relating to the packaging, logos, advertising, and promotion of the trademarks assigned herein
- All rights in recipes for Numskull Beer to the extent owned by Assignor.

Domain Names

- None owned by AHG

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