

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
Gary M. Reynolds		11/13/2013	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Odd Fellows, LLC
Street Address:	PO Box 180362
City:	Delafield
State/Country:	WISCONSIN
Postal Code:	53018
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	86049283	BEER ROYALTY
Serial Number:	86050534	BETCHA BABETENDER
Serial Number:	86050556	BETCHA BARTENDER

CORRESPONDENCE DATA	
Fax Number:	4042644033
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	404-846-1693
Email:	trademark-at@btlaw.com
Correspondent Name:	BARNES & THORNBURG LLP - J. BERNSTEIN
Address Line 1:	3475 Piedmont Road NE
Address Line 2:	Suite 1700
Address Line 4:	Atlanta, GEORGIA 30305-3327

ATTORNEY DOCKET NUMBER:	54378-1
NAME OF SUBMITTER:	Jason A. Bernstein

CH \$90.00 86049283

Signature:	/Jason A. Bernstein-keb/
Date:	11/13/2013
Total Attachments: 3 source=eAssignment#page1.tif source=eAssignment#page2.tif source=eAssignment#page3.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made effective as of ^{November} ~~October~~ 13, 2013, (the "Effective Date") by and between Gary M. Reynolds, a Wisconsin resident ("Assignor"), and Odd Fellows, LLC, a Wisconsin limited liability company, maintaining a principal place of business at P.O. Box 180362, Delafield, Wisconsin 53018 ("Assignee").

BACKGROUND

Assignor is the owner of certain trademarks set forth in Exhibit A attached hereto and incorporated herein (collectively, the "Marks") and has filed trademark applications therefor in the United States Patent and Trademark Office.

Assignor wishes to transfer and assign to Assignee all of his right, title and interest in and to the Marks, and all applications and registrations relating to the Marks, along with all goodwill and the business pertaining thereto, and the parties wish to evidence this absolute transfer of rights by this instrument of assignment.

ASSIGNMENT

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency are hereby acknowledged, Assignor agrees to and does hereby irrevocably and unconditionally sell, assign and transfer to Assignee, and Assignee hereby accepts, (i) Assignor's entire worldwide right, title and interest in and to the Marks, (ii) together with all the goodwill of the business associated therewith and symbolized thereby, (iii) that portion of the business to which each of the Marks pertain; (iv) any trademark registrations and trademark applications Assignor has filed in the United States Patent and Trademark Office or any state trademark office; (v) in any foreign countries with respect to the Marks, along with any priorities, rights or registrations resulting therefrom; and (vi) any and all rights and causes of action to recover and retain past, present, or future damages, royalties, fees, profits, or other relief, including equitable or injunctive relief, arising from infringement of the Marks by a third party and to which Assignor is or would have been entitled had the Assignment not been made.

Assignor agrees, for himself and his heirs, successors and assigns, with said Assignee and its successors and assigns, but at Assignee's or their expense and charges, hereafter to execute all applications, amended specifications, deeds or other instruments, and to do all acts necessary or proper to secure the grant of registered trademarks and service marks in the United States and in all other countries to Assignee, in such form as shall be approved by the counsel of Assignee and to vest and confirm in Assignee its successors and assigns, the legal title to all such trademarks and service marks. Assignor further authorizes and grants an irrevocable, perpetual, limited power of attorney, being coupled with an interest, to Assignee's then current president and to Assignee's intellectual property counsel, Jason A. Bernstein of Barnes & Thornburg LLP, or their respective designees, to execute on Assignor's behalf any documents necessary to effect or evidence the assignments granted herein for the United States or any other country without further notice to Assignor.

The undersigned represents and warrants that he has full requisite authority to execute this Assignment on behalf of Assignor and to obligate Assignor to its terms. The background

recitals form a material part of this Assignment. This Agreement may be executed in any number of counterparts and, and any party hereto may execute any such counterpart, each of which when executed and delivered shall constitute an original and all such counterparts together shall constitute but one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment under seal on the date first above written.

Assignor:

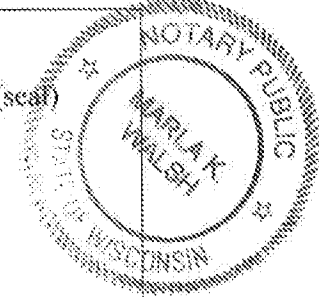
Gary M Reynolds (seal)
Gary M. Reynolds

State of WISCONSIN
County of WAUKESHA

Then personally appeared before me the above named Gary M. Reynolds and acknowledged the foregoing instrument to be his/her free act and deed this 13 day of November, 2013.

Marlak Walsh
Notary Public

1-29-17
My commission expires:



Assignee: Odd Fellows, LLC

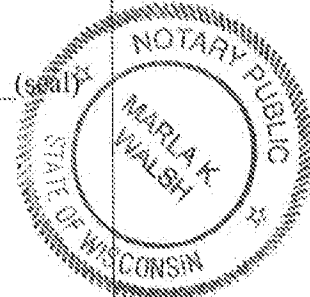
By: *Gary M Reynolds* (seal)
Gary M. Reynolds
Title:

State of WISCONSIN
County of WAUKESHA

Then personally appeared before me the above named Gary M. Reynolds and acknowledged the foregoing instrument to be his/her free act and deed this 13 day of November, 2013.

Marlak Walsh
Notary Public

1-29-17
My commission expires:



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Exhibit A

Trademarks

TRADEMARK	FILING DATE	APPL. NO.	REG. DATE	REG. NO.
PENDING TRADEMARK APPLICATIONS				
BEER ROYALTY	August 27, 2013	86/049,283		
BETCHA BABETENDER	August 28, 2013	86/050,534		
BETCHA BARTENDER	August 28, 2013	86/050,556		