

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299137

<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>
Sunhold, LLC		03/24/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sunbelt Beverage Company, LLC		
<b>Street Address:</b>	60 East 42nd Street, Suite 1915		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10165		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4059899	MAKE RESPONSIBILITY A FAMILY MATTER	
<b>Registration Number:</b>	3851335	LUXURIST	
<b>Registration Number:</b>	3663096	THE CHARMER SUNBELT GROUP	
<b>Registration Number:</b>	3471102	11 ONE ON ONE TASTINGS	
<b>Registration Number:</b>	3426154	OUR CHILDREN OUR COMMUNITY OUR PRIORITY	
<b>Registration Number:</b>	3423790	YOUR TOMORROW DEPENDS ON THE CHOICES YOU	
<b>Registration Number:</b>	3424543	MIXED TO MATCH	
<b>Serial Number:</b>	86080846	11 ONE ON ONE PROMOTIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128945765		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	212		
<b>Email:</b>	bret.danow@kattenlaw.com		
<b>Correspondent Name:</b>	Bret Danow		
<b>Address Line 1:</b>	575 Madison Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	337680-00001		
<b>NAME OF SUBMITTER:</b>	Bret J. Danow		

CH \$215.00 4059899

<b>SIGNATURE:</b>	/Bret J. Danow/
<b>DATE SIGNED:</b>	03/25/2014
<b>Total Attachments: 2</b> source=Sunhold Assignment#page1.tif source=Sunhold Assignment#page2.tif	

## U.S. TRADEMARK ASSIGNMENT

WHEREAS, Sunhold, LLC, a limited liability company organized and existing under the laws of the State of Delaware, having an address at 60 East 42<sup>nd</sup> Street, Suite 1915, New York, New York 10165 ("Assignor"), is the owner of the U.S. Trademark Applications and Registrations identified on Exhibit A attached hereto (collectively, the "Marks"); and

WHEREAS, Assignor has agreed to transfer all of its assets to Sunbelt Beverage Company, LLC, a limited liability company organized under the laws of the State of Delaware, having offices at 60 East 42<sup>nd</sup> Street, Suite 1915, New York, New York 10165 ("Assignee"), including all of Assignor's right title and interest in and to each of the Marks, the business appurtenant thereto and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Marks, together with the business appurtenant thereto and the goodwill of the business symbolized by such Marks, and the right to sue for and take action with respect to past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 24 day of March, 2014.

SUNHOLD, LLC

By: Eugene D. Luciani  
Name: Eugene D. Luciani  
Title: Executive Vice President

**Exhibit A**

**The Marks**

<b><u>Mark</u></b>	<b><u>Reg. / App. No.</u></b>
MAKE RESPONSIBILITY A FAMILY MATTER	R – 4,059,899
LUXURIST	R – 3,851,335
THE CHARMER SUNBELT GROUP	R – 3,663,096
ONE ON ONE TASTINGS (stylized)	R – 3,471,102
OUR CHILDREN OUR COMMUNITY OUR PRIORITY	R – 3,426,154
YOUR TOMORROW DEPENDS ON THE CHOICES YOU MAKE TODAY	R – 3,423,790
MIXED TO MATCH	R – 3,424,543
ONE ON ONE PROMOTIONS (stylized)	A – 86/080,846