

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM299576

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OTRR-CT, LLC		03/27/2014	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	On The Rocks Restaurants Holdings, LLC		
Street Address:	8007 Maryland Ave		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63130		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4298935	CRUSHED RED	
Registration Number:	4317974	URBAN BAKE & CHOP SHOP	
Registration Number:	4329127		
Registration Number:	4310228		
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-480-1500		
Email:	michelle.cotton@huschblackwell.com		
Correspondent Name:	HUSCH BLACKWELL LLP		
Address Line 1:	190 CARONDELET PLAZA, SUITE 600		
Address Line 4:	ST. LOUIS, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	510455.1		
NAME OF SUBMITTER:	Ralph W. Kalish, Jr.		
SIGNATURE:	/Ralph W. Kalish, Jr./		
DATE SIGNED:	03/28/2014		
Total Attachments: 4			
source=Trademark_Assignment_-_OTRR-CT_to_On_The_Rocks_Restaurants_Holdings__LLC#page1.tif			

CH \$115.00 4298935

source=Trademark_Assignment_-_OTRR-CT_to_On_The_Rocks_Restaurants_Holdings__LLC#page2.tif
source=Trademark_Assignment_-_OTRR-CT_to_On_The_Rocks_Restaurants_Holdings__LLC#page3.tif
source=Trademark_Assignment_-_OTRR-CT_to_On_The_Rocks_Restaurants_Holdings__LLC#page4.tif

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT AGREEMENT ("Assignment") shall be deemed made and entered into as of March 27, 2014 ("Effective Date"), by and between OTRR-CT, LLC, a Missouri limited liability company with its principal place of business located at 8007 Maryland Ave, St. Louis, Missouri 63130 (hereinafter referred to as the "Assignor") and On the Rocks Restaurants Holdings, LLC, a Missouri limited liability company having a principal place of business at 8007 Maryland Avenue, St. Louis, Missouri 63130 (hereinafter referred to as the "Assignee").

WHEREAS, Assignor owns the marks set out at Exhibit A in the U.S., and all associated U.S. filings therefor, and all associated goodwill (collectively, the "Marks"), and Assignor owns all intellectual property associated with or arising out of the Marks, including without limitation logos or other artwork or designs within the Marks or used in connection with the Marks (all such other intellectual property referred to herein as the "Intellectual Property"); and

WHEREAS, Assignor wishes to transfer all of its right, title, and interest in and to the Marks and the Intellectual Property, together with such goodwill, to Assignee pursuant to the terms herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire worldwide right, title and interest in and to the Marks and the Intellectual Property, including worldwide copyright, together with the goodwill of the business associated therewith, including all registrations and applications therefor, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Intellectual Property or the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignor agrees to take all other appropriate actions and execute any additional future documents required to implement and effectuate the assignment of the Marks and the Intellectual Property to Assignee.

3. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

4. If any provision of this Agreement is, becomes or is deemed invalid or unenforceable in any jurisdiction, such provision shall be deemed amended to conform to applicable law so as to be valid, legal and enforceable in such jurisdiction so deeming. If such provision cannot be amended without materially altering the intention of the parties, it shall be stricken and the remainder of this Agreement shall continue in full force and effect.

5. This Agreement contains the entire agreement and understanding between the parties and supersedes any previous agreement and understanding, written or oral, relating to the subject matter of this Agreement.

Assignor:
OTRR-CT, LLC


Assignee:
On The Rocks Restaurants Holdings, LLC

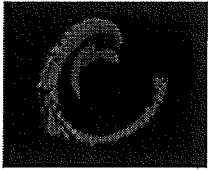
By: Ralph W. Kalish, Jr.
Printed Name: Ralph W. Kalish, Jr.
Title: 3/27/14

By: Ralph W. Kalish, Jr.
Printed Name: Ralph W. Kalish, Jr.
Title: 3/27/14

EXHIBIT A

U.S. Registrations

TM/SN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner
CRUSHED RED CRUSHED RED SN:85-419937 RN:4,298,935	Registered March 5, 2013 Int'l Class: 43 First Use: February 13, 2012 Filed: September 12, 2011 Published: May 1, 2012 Allowed: June 26, 2012	(Int'l Class: 43) Restaurant, cafe, carry-out restaurant, catering and bar services	Otrr-Ct, LLC (Missouri Limited Liability Company) 8007 Maryland Ave St. Louis, Missouri 63130
URBAN BAKE & CHOP SHOP <small>URBAN BAKE & CHOP SHOP</small> SN:85-421288 RN:4,317,974 Disclaimer: "BAKE"	Registered April 9, 2013 Int'l Class: 43 First Use: February 13, 2012 Filed: September 13, 2011 Published: July 24, 2012 Allowed: September 18, 2012	(Int'l Class: 43) Restaurant, cafe, carry-out restaurant, catering and bar services	Otrr-Ct, LLC (Missouri Limited Liability Company) 8007 Maryland Ave St. Louis, Missouri 63130
 SN:85-515165 RN:4,329,127	Registered April 30, 2013 Int'l Class: 43 First Use: February 13, 2012 Filed: January 12, 2012 Published: July 3, 2012 Allowed: August 28, 2012	(Int'l Class: 43) Restaurant services; carry-out restaurant services; catering services; bar services	Otrr-Ct, LLC (Missouri Limited Liability Company) 8007 Maryland Ave St. Louis, Missouri 63130

TM/SN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner
 SN:85-508751 RN:4,310,228	Registered March 26, 2013 Int'l Class: 43 First Use: February 13, 2012 Filed: January 4, 2012 Published: June 26, 2012 Allowed: August 21, 2012	(Int'l Class: 43) Restaurant services; carry out restaurant services; catering services; bar services	Otrr-Ct, LLC (Missouri Limited Liability Company) 8007 Maryland Ave St. Louis, Missouri 63130