

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300468

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Action Group, Inc.		02/01/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Spirit of America Spirits, LLC		
Street Address:	11943 NW 37th Street		
City:	Coral Springs		
State/Country:	CALIFORNIA		
Postal Code:	33065		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85920452	THE SPIRIT OF AMERICA	
CORRESPONDENCE DATA			
Fax Number:	8187835507		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	8187835530		
Email:	vsapphire@mrlp.com		
Correspondent Name:	Victor K. Sapphire, Esq.		
Address Line 1:	15760 Ventura Blvd.		
Address Line 2:	5th Floor		
Address Line 4:	Encino, CALIFORNIA 91436		
ATTORNEY DOCKET NUMBER:	TAG-SPIRIT		
NAME OF SUBMITTER:	Victor K. Sapphire, Esq.		
SIGNATURE:	/vsapphire/		
DATE SIGNED:	04/05/2014		
Total Attachments: 1			
source=SOA TM#page1.tif			

OP \$40.00 85920452

TRADEMARK ASSIGNMENT

WHEREAS, The Action Group, Inc., a Florida corporation having its principal address at 11943 NW 37th Street, Coral Springs, FLORIDA 33065 ("Assignor") is the owner of the trademark THE SPIRIT OF AMERICA (the "Mark") and associated U.S. federal trademark Application Ser. No. 85/920,452 (the "Application"), the business associated with the Mark and the goodwill represented by the Mark.

WHEREAS, Spirit of America Spirits, LLC, a Florida limited liability company having its principal address at 11943 NW 37th Street, Coral Springs, FLORIDA 33065 ("Assignee"), desires to acquire Assignor's rights, title and interest in and to the Mark and the Application, the portion of the business to which the Mark pertains and the proportionate goodwill represented thereby.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Mark and the portion of the Assignor's existing and ongoing business to which the Mark pertain, and the Application and goodwill represented by the Mark, free and clear of all security interests and liens effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Mark or the Application and the sole obligation to defend any third-party attacks on the Mark or the Application. Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties. Assignee acknowledges that Assignor has no continuing responsibility to maintain the Mark and/or Application on a going forward basis, and Assignee shall solely bear all liability for the costs of defense against claims by and obligations to third-parties, and agrees to defend and hold Assignor harmless against any third-party claims in connection with the Mark.


The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, this Assignment is effective as of February 1st, 2014.

THE ACTION GROUP, INC.

SPIRIT OF AMERICA SPIRITS LLC

By: 
Name: Marc D. Roberts
Title: President

By: 
Name: Marc D. Roberts
Title: Partner