

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305719

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
J&M Concepts, LLC		05/15/2014	LIMITED LIABILITY COMPANY: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Luxco, Inc.		
<b>Street Address:</b>	5050 Kemper Ave.		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63139		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85848239	AMERICA'S REBEL SPIRIT	
<b>Serial Number:</b>	85873192	TENNESSEE'S REBEL SPIRIT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3144801505		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	314-480-1500		
<b>Email:</b>	lori.bowen@huschblackwell.com		
<b>Correspondent Name:</b>	Michelle Alvey		
<b>Address Line 1:</b>	190 Carondelet Plaza, Suite 600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63105		
<b>ATTORNEY DOCKET NUMBER:</b>	713062.1020		
<b>NAME OF SUBMITTER:</b>	Michelle Alvey		
<b>SIGNATURE:</b>	/Michelle Alvey/		
<b>DATE SIGNED:</b>	05/28/2014		
<b>Total Attachments: 2</b>			
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CH \$65.00 85848239

**TRADEMARK ASSIGNMENT AGREEMENT**

**THIS TRADEMARK ASSIGNMENT AGREEMENT** (the "Assignment") is entered into as of the 15<sup>th</sup> day of May, 2014, by and between J&M Concepts, LLC, a Nevada Limited Liability Company, with a place of business at 330 West Spring St., Suite 260, Columbus, OH 43215 ("Assignor"), and Luxco, Inc., a Missouri Corporation, having an address at 1000 Clark Avenue, 2nd Floor, St. Louis, Missouri 63102 ("Assignee").

**WHEREAS**, Assignor is the owner of the entire right, title and interest in and to the marks set out below:

Mark	Ser. No.	Goods
AMERICA'S REBEL SPIRIT	85848239	(Int'l Class: 33) Distilled Spirits
TENNESSEE'S REBEL SPIRIT	85873192	(Int'l Class: 33) Distilled Spirits

(the "Marks")

**WHEREAS**, Assignor wishes to assign the entire right, title and interest in and to the Marks and the goodwill associated therewith to Assignee, and Assignee desires to acquire the Marks and the goodwill associated therewith;

**WHEREAS**, Assignee is the successor to the portion of Assignor's business to which the Marks pertain.

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

1. Assignor hereby transfers and assigns to Assignee (a) its entire right, title and interest in and to the Marks, together with the goodwill associated therewith, including without limitation the right to sue for past infringement and all registrations and applications therefor, including U.S. Application Numbers 85848239 and 85873192; and (b) Assignor's business to which the Marks pertain, such business being ongoing and existing as of the date of this Assignment.

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

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:  
J&M Concepts, LLC

By: *Morgan B. Kvamme*  
Name: *Morgan B. Kvamme*  
Title: *CEO*

ASSIGNEE:  
Luxco, Inc.

By: *David Vix*  
Name: *David Vix*  
Title: *CHAIRMAN & CEO*