

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308154

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
World of Beer Franchising, Inc.		06/16/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association		
Street Address:	100 South Ashley Drive, 10th Floor		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33602		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	86167888	WOB STARS	
Serial Number:	86167884	THE WOB WAY	
Serial Number:	86193793	WOB WORLD OF BEER	
Serial Number:	86193777	WOB	
Serial Number:	86167880	CRAFT DRINKERY	
Registration Number:	3965204	WORLD OF BEER	
Registration Number:	4056398	WOB	
Registration Number:	3408752	WORLD OF BEER	
CORRESPONDENCE DATA			
Fax Number:	5616596313		
<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>			
Phone:	(561) 653-5000		
Email:	kendra.waterman@akerman.com		
Correspondent Name:	Mark D. Passler, Akerman LLP		
Address Line 1:	222 Lakeview Avenue, 4th Floor		
Address Line 4:	West Palm Beach, FLORIDA 33401		
ATTORNEY DOCKET NUMBER:	286847		
NAME OF SUBMITTER:	Mark D. Passler		
SIGNATURE:	/Mark D. Passler/		

CH \$215.00 86167888

DATE SIGNED:

06/19/2014

Total Attachments: 21

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SECURITY AGREEMENT

1. GRANT OF SECURITY INTEREST. For valuable consideration, the undersigned WORLD OF BEER FRANCHISING, INC. ("Debtor"), hereby grants and transfers to WELLS FARGO BANK, NATIONAL ASSOCIATION ("Bank") a security interest in all of the property of Debtor described as follows (collectively, the "Collateral"):

(a) all accounts, deposit accounts, contract rights, chattel paper, (whether electronic or tangible) instruments, promissory notes, documents, general intangibles, payment intangibles, software, letter of credit rights, health-care insurance receivables and other rights to payment of every kind now existing or at any time hereafter arising;

(b) all inventory, goods held for sale or lease or to be furnished under contracts for service, or goods so leased or furnished, raw materials, component parts, work in process and other materials used or consumed in Debtor's business, now or at any time hereafter owned or acquired by Debtor, wherever located, and all products thereof, whether in the possession of Debtor, any warehousemen, any bailee or any other person, or in process of delivery, and whether located at Debtor's places of business or elsewhere;

(c) all warehouse receipts, bills of sale, bills of lading and other documents of every kind (whether or not negotiable) in which Debtor now has or at any time hereafter acquires any interest, and all additions and accessions thereto, whether in the possession or custody of Debtor, any bailee or any other person for any purpose;

(d) all money and property heretofore, now or hereafter delivered to or deposited with Bank or otherwise coming into the possession, custody or control of Bank (or any agent or bailee of Bank) in any manner or for any purpose whatsoever during the existence of this Agreement and whether held in a general or special account or deposit for safekeeping or otherwise;

(e) all right, title and interest of Debtor under licenses, guaranties, warranties, management agreements, marketing or sales agreements, escrow contracts, indemnity agreements, insurance policies, service or maintenance agreements, supporting obligations and other similar contracts of every kind in which Debtor now has or at any time hereafter shall have an interest;

(f) all goods, tools, machinery, furnishings, furniture and other equipment and fixtures of every kind now existing or hereafter acquired, and all improvements, replacements, accessions and additions thereto and embedded software included therein, whether located on any property owned or leased by Debtor or elsewhere, including without limitation, any of the foregoing now or at any time hereafter located at or installed on the land or in the improvements at any of the real property owned or leased by Debtor, and all such goods after they have been severed and removed from any of said real property; and

(g) all motor vehicles, trailers, mobile homes, manufactured homes, boats, other rolling stock and related equipment of every kind now existing or hereafter acquired and all additions and accessories thereto, whether located on any property owned or leased by Debtor or elsewhere;



(h) all initial, ongoing and periodic franchise fees payable under any and all franchise agreements, excluding however, only advertising contributions to the franchise advertising fund.

(i) all intellectual property described on Exhibit 1 attached hereto and by this reference incorporated herein.

together with whatever is receivable or received when any of the foregoing or the proceeds thereof are sold, leased, collected, exchanged or otherwise disposed of, whether such disposition is voluntary or involuntary, including without limitation, all rights to payment, including returned premiums, with respect to any insurance relating to any of the foregoing, and all rights to payment with respect to any claim or cause of action affecting or relating to any of the foregoing (collectively, "Proceeds").

2. OBLIGATIONS SECURED. The obligations secured hereby are the payment and performance of: (a) all present and future Indebtedness of Debtor to Bank; (b) all obligations of Debtor and rights of Bank under this Agreement; and (c) all present and future obligations of Debtor to Bank of other kinds. The word "Indebtedness" is used herein in its most comprehensive sense and includes any and all advances, debts, obligations and liabilities of Debtor, or any of them, heretofore, now or hereafter made, incurred or created, whether voluntary or involuntary and however arising, whether due or not due, absolute or contingent, liquidated or unliquidated, determined or undetermined, including under any swap, derivative, foreign exchange, hedge, deposit, treasury management or other similar transaction or arrangement, and whether Debtor may be liable individually or jointly with others, or whether recovery upon such Indebtedness may be or hereafter becomes unenforceable.

3. TERMINATION. This Agreement will terminate upon the performance of all obligations of Debtor to Bank, including without limitation, the payment of all Indebtedness of Debtor to Bank, and the termination of all commitments of Bank to extend credit to Debtor, existing at the time Bank receives written notice from Debtor of the termination of this Agreement.

4. OBLIGATIONS OF BANK. Bank has no obligation to make any loans hereunder. From and after the occurrence of an Event of Default, any money received by Bank in respect of the Collateral may be deposited, at Bank's option, into a non-interest bearing account over which Debtor shall have no control, and the same shall, for all purposes, be deemed Collateral hereunder.

5. REPRESENTATIONS AND WARRANTIES. Debtor represents and warrants to Bank that: (a) Debtor's legal name is exactly as set forth on the first page of this Agreement, and all of Debtor's organizational documents or agreements delivered to Bank are complete and accurate in every respect; (b) Debtor is the owner and has possession or control of the Collateral and Proceeds; (c) Debtor has the exclusive right to grant a security interest in the Collateral and Proceeds; (d) all Collateral and Proceeds are genuine, free from liens, adverse claims, setoffs, default, prepayment, defenses and conditions precedent of any kind or character, except the lien created hereby or as otherwise agreed to by Bank, or as heretofore disclosed by Debtor to Bank, in writing; (e) all statements contained herein and, where applicable, in the Collateral are true and complete in all material respects; (f) no financing statement covering any of the Collateral or Proceeds, and naming any secured party other than Bank, is on file in any public office; (g) where Collateral consists of rights to payment, all persons appearing to be obligated on the Collateral and Proceeds have authority and capacity to contract and are bound as they appear to be, all property subject to chattel paper has been

properly registered and filed in compliance with law and to perfect the interest of Debtor in such property, and all such Collateral and Proceeds comply with all applicable laws concerning form, content and manner of preparation and execution, including where applicable Federal Reserve Regulation Z and any State consumer credit laws; and (h) where the Collateral consists of equipment, Debtor is not in the business of selling goods of the kind included within such Collateral, and Debtor acknowledges that no sale or other disposition of any such Collateral, including without limitation, any such Collateral which Debtor may deem to be surplus, has been consented to or acquiesced in by Bank, except as specifically set forth in writing by Bank.

6. COVENANTS OF DEBTOR.

(a) Debtor agrees in general: (i) to pay Indebtedness secured hereby when due; (ii) to indemnify Bank against all losses, claims, demands, liabilities and expenses of every kind caused by property subject hereto; (iii) to permit Bank to exercise its powers; (iv) to execute and deliver such documents as Bank deems reasonably necessary to create, perfect and continue the security interests contemplated hereby; (v) not to change its name, and as applicable, its chief executive office, its principal residence or the jurisdiction in which it is organized and/or registered without giving Bank prior written notice thereof; (vi) not to change the places where Debtor keeps any Collateral or Debtor's records concerning the Collateral and Proceeds without giving Bank prior written notice of the address to which Debtor is moving same; and (vii) to cooperate with Bank in perfecting all security interests granted herein and in obtaining such agreements from third parties as Bank deems necessary, proper or convenient in connection with the preservation, perfection or enforcement of any of its rights hereunder.

(b) Debtor agrees with regard to the Collateral and Proceeds, unless Bank agrees otherwise in writing: (i) that Bank is authorized to file financing statements in the name of Debtor to perfect Bank's security interest in Collateral and Proceeds; (ii) where applicable, to insure the Collateral with Bank named as loss payee, in form, substance and amounts, under agreements, against risks and liabilities, and with insurance companies satisfactory to Bank; (iii) where applicable, to operate the Collateral in accordance with all applicable statutes, rules and regulations relating to the use and control thereof, and not to use any Collateral for any unlawful purpose or in any way that would void any insurance required to be carried in connection therewith; (iv) not to remove the Collateral from Debtor's premises except in the ordinary course of Debtor's business; (v) to pay when due all license fees, registration fees and other charges in connection with any Collateral; (vi) not to permit any lien on the Collateral or Proceeds, including without limitation, liens arising from repairs to or storage of the Collateral, except in favor of Bank; (vii) not to sell, hypothecate or dispose of, nor permit the transfer by operation of law of, any of the Collateral or Proceeds or any interest therein, except sales of inventory to buyers in the ordinary course of Debtor's business; (viii) to permit Bank to inspect the Collateral at any time; (ix) to keep, in accordance with generally accepted accounting principles, complete and accurate records regarding all Collateral and Proceeds, and to permit Bank to inspect the same and make copies thereof at any reasonable time; (x) if requested by Bank, to receive and use reasonable diligence to collect Collateral consisting of accounts and other rights to payment and Proceeds, in trust and as the property of Bank, and to immediately endorse as appropriate and deliver such Collateral and Proceeds to Bank daily in the exact form in which they are received together with a collection report in form satisfactory to Bank; (xi) not to commingle Collateral or Proceeds, or collections thereunder, with other property; (xii) to give only normal allowances and credits and to advise Bank thereof immediately in writing if they affect any rights to payment or Proceeds in any material respect; (xiii) from time to time, when requested by Bank, to prepare and deliver a schedule of all Collateral and Proceeds subject to this Agreement and to assign in writing and deliver to Bank all accounts, contracts, leases and

other chattel paper, instruments, documents and other evidences thereof; (xiv) in the event Bank elects to receive payments of rights to payment or Proceeds hereunder, to pay all expenses incurred by Bank in connection therewith, including expenses of accounting, correspondence, collection efforts, reporting to account or contract debtors, filing, recording, record keeping and expenses incidental thereto; and (xv) to provide any service and do any other acts which may be necessary to maintain, preserve and protect all Collateral and, as appropriate and applicable, to keep all Collateral in good and saleable condition, to deal with the Collateral in accordance with the standards and practices adhered to generally by users and manufacturers of like property, and to keep all Collateral and Proceeds free and clear of all defenses, rights of offset and counterclaims.

7. **POWERS OF BANK.** Debtor appoints Bank its true attorney in fact to perform any of the following powers, which are coupled with an interest, are irrevocable until termination of this Agreement and may be exercised from time to time by Bank's officers and employees, or any of them, upon the occurrence of an Event of Default and the continuance beyond the expiration of any applicable cure or grace period: (a) to perform any obligation of Debtor hereunder in Debtor's name or otherwise; (b) to give notice to account debtors or others of Bank's rights in the Collateral and Proceeds, to enforce or forebear from enforcing the same and make extension and modification agreements with respect thereto; (c) to release persons liable on Collateral or Proceeds and to give receipts and acquittances and compromise disputes in connection therewith; (d) to release or substitute security; (e) to resort to security in any order; (f) to prepare, execute, file, record or deliver notes, assignments, schedules, designation statements, financing statements, continuation statements, termination statements, statements of assignment, applications for registration or like papers to perfect, preserve or release Bank's interest in the Collateral and Proceeds; (g) to receive, open and read mail addressed to Debtor; (h) to take cash, instruments for the payment of money and other property to which Bank is entitled; (i) to verify facts concerning the Collateral and Proceeds by inquiry of obligors thereon, or otherwise, in its own name or a fictitious name; (j) to endorse, collect, deliver and receive payment under instruments for the payment of money constituting or relating to Proceeds; (k) to prepare, adjust, execute, deliver and receive payment under insurance claims, and to collect and receive payment of and endorse any instrument in payment of loss or returned premiums or any other insurance refund or return, and to apply such amounts received by Bank, at Bank's sole option, toward repayment of the Indebtedness or, where appropriate, replacement of the Collateral; (l) to exercise all rights, powers and remedies which Debtor would have, but for this Agreement, with respect to all Collateral and Proceeds subject hereto; (m) to enter onto Debtor's premises in inspecting the Collateral; (n) to make withdrawals from and to close deposit accounts or other accounts with any financial institution, wherever located, into which Proceeds may have been deposited, and to apply funds so withdrawn to payment of the Indebtedness; (o) to preserve or release the interest evidenced by chattel paper to which Bank is entitled hereunder and to endorse and deliver any evidence of title incidental thereto; and (p) to do all acts and things and execute all documents in the name of Debtor or otherwise, deemed by Bank as necessary, proper and convenient in connection with the preservation, perfection or enforcement of its rights hereunder.

8. **PAYMENT OF PREMIUMS, TAXES, CHARGES, LIENS AND ASSESSMENTS.** Debtor agrees to pay, prior to delinquency, all insurance premiums, taxes, charges, liens and assessments against the Collateral and Proceeds, and upon the failure of Debtor to do so, Bank at its option may pay any of them and shall be the sole judge of the legality or validity thereof and the amount necessary to discharge the same. Any such payments made by Bank shall be obligations of Debtor to Bank, due and payable immediately upon demand, together with

interest at a rate determined in accordance with the provisions of this Agreement, and shall be secured by the Collateral and Proceeds, subject to all terms and conditions of this Agreement.

9. EVENTS OF DEFAULT. The occurrence of any of the following shall constitute an "Event of Default" under this Agreement: (a) any default in the payment or performance of any obligation, or any defined event of default, under (i) any contract or instrument evidencing any Indebtedness, or (ii) any other agreement between Debtor and Bank, including without limitation any loan agreement, relating to or executed in connection with any Indebtedness; (b) any representation or warranty made by Debtor herein shall prove to be incorrect, false or misleading in any material respect when made; (c) Debtor shall fail to observe or perform any obligation or agreement contained herein; (d) any impairment of the rights of Bank in any Collateral or Proceeds, or any attachment or like levy on any property of Debtor; and (e) Bank, in good faith, believes any or all of the Collateral and/or Proceeds to be in danger of misuse, dissipation, commingling, loss, theft, damage or destruction, or otherwise in jeopardy or unsatisfactory in character or value.

10. REMEDIES. Upon the occurrence of any Event of Default, Bank shall have the right to declare immediately due and payable all or any Indebtedness secured hereby and to terminate any commitments to make loans or otherwise extend credit to Debtor. Bank shall have all other rights, powers, privileges and remedies granted to a secured party upon default under the Florida Uniform Commercial Code or otherwise provided by law, including without limitation, the right (a) to contact all persons obligated to Debtor on any Collateral or Proceeds and to instruct such persons to deliver all Collateral and/or Proceeds directly to Bank, and (b) to sell, lease, license or otherwise dispose of any or all Collateral. All rights, powers, privileges and remedies of Bank shall be cumulative. No delay, failure or discontinuance of Bank in exercising any right, power, privilege or remedy hereunder shall affect or operate as a waiver of such right, power, privilege or remedy; nor shall any single or partial exercise of any such right, power, privilege or remedy preclude, waive or otherwise affect any other or further exercise thereof or the exercise of any other right, power, privilege or remedy. Any waiver, permit, consent or approval of any kind by Bank of any default hereunder, or any such waiver of any provisions or conditions hereof, must be in writing and shall be effective only to the extent set forth in writing. It is agreed that public or private sales or other dispositions, for cash or on credit, to a wholesaler or retailer or investor, or user of property of the types subject to this Agreement, or public auctions, are all commercially reasonable since differences in the prices generally realized in the different kinds of dispositions are ordinarily offset by the differences in the costs and credit risks of such dispositions. While an Event of Default exists: (a) Debtor will deliver to Bank from time to time, as requested by Bank, current lists of all Collateral and Proceeds; (b) Debtor will not dispose of any Collateral or Proceeds except on terms approved by Bank; (c) at Bank's request, Debtor will assemble and deliver all Collateral and Proceeds, and books and records pertaining thereto, to Bank at a reasonably convenient place designated by Bank; and (d) Bank may, without notice to Debtor, enter onto Debtor's premises and take possession of the Collateral. With respect to any sale or other disposition by Bank of any Collateral subject to this Agreement, Debtor hereby expressly grants to Bank the right to sell such Collateral using any or all of Debtor's trademarks, trade names, trade name rights and/or proprietary labels or marks. Debtor further agrees that Bank shall have no obligation to process or prepare any Collateral for sale or other disposition.

11. DISPOSITION OF COLLATERAL AND PROCEEDS; TRANSFER OF INDEBTEDNESS. In disposing of Collateral hereunder, Bank may disclaim all warranties of title, possession, quiet enjoyment and the like. Any proceeds of any disposition of any Collateral or Proceeds, or any part thereof, may be applied by Bank to the payment of expenses

incurred by Bank in connection with the foregoing, including reasonable attorneys' fees, and the balance of such proceeds may be applied by Bank toward the payment of the Indebtedness in such order of application as Bank may from time to time elect. Upon the transfer of all or any part of the Indebtedness, Bank may transfer all or any part of the Collateral or Proceeds and shall be fully discharged thereafter from all liability and responsibility with respect to any of the foregoing so transferred, and the transferee shall be vested with all rights and powers of Bank hereunder with respect to any of the foregoing so transferred; but with respect to any Collateral or Proceeds not so transferred, Bank shall retain all rights, powers, privileges and remedies herein given.

12. **STATUTE OF LIMITATIONS.** Until all Indebtedness shall have been paid in full and all commitments by Bank to extend credit to Debtor have been terminated, the power of sale or other disposition and all other rights, powers, privileges and remedies granted to Bank hereunder shall continue to exist and may be exercised by Bank at any time and from time to time irrespective of the fact that the Indebtedness or any part thereof may have become barred by any statute of limitations, or that the personal liability of Debtor may have ceased, unless such liability shall have ceased due to the payment in full of all Indebtedness secured hereunder.

13. **MISCELLANEOUS.** When there is more than one Debtor named herein: (a) the word "Debtor" shall mean all or any one or more of them as the context requires; (b) the obligations of each Debtor hereunder are joint and several; and (c) until all Indebtedness shall have been paid in full, no Debtor shall have any right of subrogation or contribution, and each Debtor hereby waives any benefit of or right to participate in any of the Collateral or Proceeds or any other security now or hereafter held by Bank. Debtor hereby waives any right to require Bank to (i) proceed against Debtor or any other person, (ii) marshal assets or proceed against or exhaust any security from Debtor or any other person, (iii) perform any obligation of Debtor with respect to any Collateral or Proceeds, and (d) make any presentment or demand, or give any notice of nonpayment or nonperformance, protest, notice of protest or notice of dishonor hereunder or in connection with any Collateral or Proceeds. Debtor further waives any right to direct the application of payments or security for any Indebtedness of Debtor or indebtedness of customers of Debtor.

14. **NOTICES.** All notices, requests and demands required under this Agreement must be in writing, addressed to Bank at the address specified in any other loan documents entered into between Debtor and Bank and to Debtor at the address of its chief executive office (or principal residence, if applicable) specified below or to such other address as any party may designate by written notice to each other party, and shall be deemed to have been given or made as follows: (a) if personally delivered, upon delivery; (b) if sent by mail, upon the earlier of the date of receipt or three (3) days after deposit in the U.S. mail, first class and postage prepaid; and (c) if sent by telecopy, upon receipt.

15. **COSTS, EXPENSES AND ATTORNEYS' FEES.** Debtor shall pay to Bank immediately upon demand the full amount of all payments, advances, charges, costs and expenses, including reasonable attorneys' fees (to include outside counsel fees and all allocated costs of Bank's in-house counsel), expended or incurred by Bank in connection with (a) the perfection and preservation of the Collateral or Bank's interest therein, and (b) the realization, enforcement and exercise of any right, power, privilege or remedy conferred by this Agreement, whether incurred at the trial or appellate level, in an arbitration proceeding or otherwise, and including any of the foregoing incurred in connection with any bankruptcy proceeding (including without limitation, any adversary proceeding, contested matter or motion

REDACTED

brought by Bank or any other person) relating to Debtor or in any way affecting any of the Collateral or Bank's ability to exercise any of its rights or remedies with respect thereto.

16. SUCCESSORS; ASSIGNS; AMENDMENT. This Agreement shall be binding upon and inure to the benefit of the heirs, executors, administrators, legal representatives, successors and assigns of the parties, and may be amended or modified only in writing signed by Bank and Debtor.

17. SEVERABILITY OF PROVISIONS. If any provision of this Agreement shall be held to be prohibited by or invalid under applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or any remaining provisions of this Agreement.

18. GOVERNING LAW. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida.

Debtor warrants that Debtor is an organization registered under the laws of the State of Florida.

Debtor warrants that its chief executive office is located at the following address: 10910 Sheldon Road, Tampa, Florida 33626.

Debtor warrants that the Collateral (except goods in transit) is located or domiciled at the following additional addresses: 10910 Sheldon Road, Tampa, Florida 33626.

IN WITNESS WHEREOF, this Agreement has been duly executed as of June 16, 2014.

WORLD OF BEER FRANCHISING, INC.,
A Florida Corporation

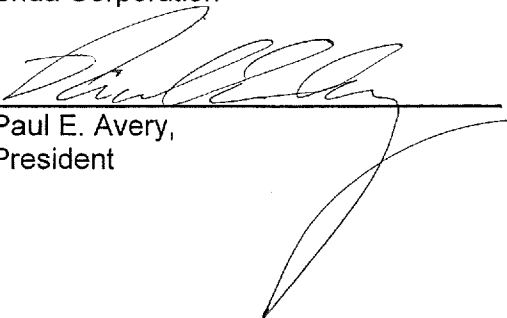
By: 
Paul E. Avery,
President

EXHIBIT 1

Intellectual Property



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Start List At: OR Jump to record: 8 Records(s) found (This page: 1 ~ 8)

Refine Search (World of Beer Tampa)[OW] Submit

Current Search: S3: (World of Beer Tampa)[OW] docs: 8 occ: 33

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead	
1	86167888	WOB STARS	TSDR	LIVE	
2	86167884	THE WOB WAY	TSDR	LIVE	
3	86193793	WOB WORLD OF BEER	TSDR	LIVE	
4	86193777	WOB	TSDR	LIVE	
5	86167880	CRAFT DRINKERY	TSDR	LIVE	
6	85120013	3965204	WORLD OF BEER	TSDR	LIVE
7	85297757	4066398	WOB	TSDR	LIVE
8	77245638	3408752	WORLD OF BEER	TSDR	LIVE

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[FREE FORM](#)
[BROWSE DOC](#)
[SEARCH DOC](#)
[Zuraw](#)
[HELP](#)
[New List](#)
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[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 1 out of 8**

[TSDR](#)
[Assign Status](#)
[TTAB Status](#)
(Use the "Back" button of the Internet Browser to return to TESS)

WOB STARS

Word Mark WOB STARS
Goods and Services IC 041. US 100 101 107. G & S; Providing recognition and incentives by the way of awards to demonstrate excellence in the field of retail sale of beer and wine and restaurant and bar services
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 86167888
Filing Date January 16, 2014
Current Basis 1B
Original Filing Basis 1B
Published for Opposition May 27, 2014
Owner (APPLICANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626
Attorney of Record Marta S. Levine
Prior Registrations 4056398
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | aBiz alerts | News | Help

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THE WOB WAY

Word Mark	THE WOB WAY
Goods and Services	IC 041, US 100 101 107, G & S: Providing on-line newsletters in the field of retail sale of beer and wine and restaurant and bar services
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86167884
Filing Date	January 16, 2014
Current Basis	1B
Original Filing Basis	1B
Published for Opposition	May 27, 2014
Owner	(APPLICANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626
Attorney of Record	Marta S. Levine
Prior Registrations	4056398
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eSiz alerts | News | Help

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Word Mark WOB WORLD OF BEER
Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring beer and wine
 IC 043. US 100 101. G & S: Restaurant and bar services
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.07.01 - Globes with outlines of continents
 02.01.37 - Busts of men in profile; Heads of men in profile; Men - heads, portraiture, or busts in profile; Portraiture of men in profile
 19.09.03 - Bottles, jars or flasks with straight, vertical sides; Flasks with straight or vertical sides; Jars with straight or vertical sides
 26.11.10 - Rectangles divided once into two sections
 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters
 27.03.05 - Objects forming letters or numerals
Serial Number 86193793
Filing Date February 14, 2014
Current Basis 1B
Original Filing Basis 1B
Owner (APPLICANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626

Attorney of Record Marta S. Levine
Prior Registrations 3965204;4056398
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEER" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of The letters WOB in a rectangle, with the O in the shape of a globe showing the outlines of North and South America, with a human profile on the right of the globe and a tapered underline under the O, with WORLD OF BEER in a rectangle under WOB.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

FILE HOME NEW USER STRUCTURED FREE FORM BROWSE DIS SEARCH LOG TOP HELP DATE LIST CURR LIST
NEXT LIST FIRST DOC PREV DOC NEXT DOC LAST DOC

[HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

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[TESS Home](#)
[New TESS](#)
[STRUCTURED](#)
[Free Form](#)
[Advanced](#)
[SPRING 00](#)
[Bottom](#)
[HELP](#)
[Prev List](#)
[Clear List](#)

[NEXT LIST](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 4 out of 8**

[TSDR](#)
[ASSIGN STATUS](#)
[TAR SIMILAR](#)
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Word Mark WOB
Goods and Services IC 035, US 100 101 102. G & S: Retail store services featuring beer and wine
 IC 043, US 100 101. G & S: Restaurant and bar services
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.07.01 - Globes with outlines of continents
 02.01.37 - Busts of men in profile; Heads of men in profile; Men - heads, portraiture, or busts in profile; Portraiture of men in profile
 19.09.03 - Bottles, jars or flasks with straight, vertical sides; Flasks with straight or vertical sides; Jars with straight or vertical sides
 27.03.05 - Objects forming letters or numerals
Serial Number 86193777
Filing Date February 14, 2014
Current Basis 1B
Original Filing Basis 1B
Owner (APPLICANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626
Attorney of Record Marta S. Levine
Prior Registrations 4056398

Description of Mark Color is not claimed as a feature of the mark. The mark consists of The letters WOB, with the O in the shape of a globe showing the outlines of North and South America, with a human profile on the right of the globe and a tapered underline under the O.

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

LESS Home New User STRUCTURED FREE FORM Advanced SEARCH LOG Top HELP Review Queue List
Mark List Print Doc Back Log Next Doc Last Doc

[HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | aBiz alerts | News | Help

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[TESS Home](#)
[New User](#)
[STRUCTURED](#)
[PAGE FORM](#)
[Browse Docs](#)
[SEARCH LOG](#)
[Bottom](#)
[HELP](#)
[Print List](#)
[CURR LIST](#)

[Next List](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 5 out of 8**

[TSDR](#)
[SEARCH Status](#)
[TAB Status](#)
(Use the "Back" button of the Internet Browser to return to TESS)

CRAFT DRINKERY

Word Mark CRAFT DRINKERY
Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring beer and wine
 IC 043. US 100 101. G & S: Restaurant and bar services
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 86187880
Filing Date January 16, 2014
Current Basis 1B
Original Filing Basis 1B
Owner (APPLICANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626
Attorney of Record Marta S. Levine
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[TESS Home](#)
[New User](#)
[STRUCTURED](#)
[PAGE FORM](#)
[Browse Docs](#)
[SEARCH LOG](#)
[Top](#)
[HELP](#)
[Print List](#)
[CURR LIST](#)

[Next List](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 18 03:10:41 EDT 2014

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[STRUCTURED](#)
[FILING FORM](#)
[Priority Claim](#)
[SEARCH LOG](#)
[Borrow](#)
[HELP](#)
[Priority List](#)
[CURRE LIST](#)
[Next List](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 6 out of 8**

[TSDR](#)
[ASSIGN Status](#)
[ITAM Status](#)
(Use the "Back" button of the Internet Browser to return to TESS)



Word Mark WORLD OF BEER
Goods and Services IC 035. US 100 101 102. G & S: Retail store services featuring beer and wine. FIRST USE: 20080831. FIRST USE IN COMMERCE: 20080831
 IC 043. US 100 101. G & S: Restaurant and bar services. FIRST USE: 20080831. FIRST USE IN COMMERCE: 20080831
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.07.01 - Globes with outlines of continents
 26.11.21 - Rectangles that are completely or partially shaded
Serial Number 85120013
Filing Date August 31, 2010
Current Basis 1A
Original Filing Basis 1A
Published for Opposition March 8, 2011
Registration Number 3965204
International Registration Number 1136791
Registration Date May 24, 2011
Owner (REGISTRANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon

Road Tampa FLORIDA 33626
Attorney of Record Robert L. Titley
Prior Registrations 3408752
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEER" APART FROM THE MARK AS SHOWN
Description of Mark The color(s) white, black, and yellow is/are claimed as a feature of the mark. The mark consists of a drawing appearing in yellow of half a globe showing North America above the words "WORLD OF BEER" appearing in white, all of which appears over a black background.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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NEXT LOG PREV DOC PREV DOC NEXT DOC LAST DOC

] HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 18 03:10:41 EDT 2014

[TESS Home](#)
[NEW USER](#)
[STRUCTURED](#)
[PREL FORM](#)
[DRAWING](#)
[SEARCH LOG](#)
[BATCH](#)
[HELP](#)
[Party List](#)
[CURE LIST](#)
[REPT LIST](#)
[First Doc](#)
[Prev Doc](#)
[Next Doc](#)
[Last Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 7 out of 8**

[TSDR](#)
[ASSIGN Status](#)
[ITAP Status](#)
(Use the "Back" button of the Internet Browser to return to TESS)



Word Mark WOB
Goods and Services IC 035. US 100 101 102. G & S: Retail stores featuring beer and wine. FIRST USE: 20070600. FIRST USE IN COMMERCE: 20070600
 IC 043. US 100 101. G & S: Restaurant and bar services. FIRST USE: 20070600. FIRST USE IN COMMERCE: 20070600
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.07.01 - Globes with outlines of continents
Serial Number 85297757
Filing Date April 18, 2011
Current Basis 1A
Original Filing Basis 1A
Published for Opposition August 30, 2011
Registration Number 4066398
Registration Date November 15, 2011
Owner (REGISTRANT) World of Beer Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626

Attorney of Record Marta S. Levine
Prior Registrations 3408752
Description of Mark The color(s) yellow, white and black is/are claimed as a feature of the mark. The mark consists of a drawing of a globe in yellow showing primarily the American continents, with the letters WOB appearing in white to the left of the continents, all appearing on a black background.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

[LESS HOME](#) [NEW USES](#) [STRUCTURED](#) [FREET FORM](#) [SEARCH LOG](#) [TOP](#) [HELP](#) [INDEX LIST](#) [GIBB LIST](#)
[NEXT LIST](#) [FIRST Doc](#) [PREV Doc](#) [NEXT Doc](#) [LAST Doc](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)



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Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sun May 18 03:10:41 EDT 2014

[TESS Home](#)
[NEW USER](#)
[STRUCTURED](#)
[FIELD FORM](#)
[ORGANIC DATA](#)
[SEARCH LOG](#)
[BATTON](#)
[HELP](#)
[New List](#)
[Curr List](#)
[Next List](#)
[Prev List](#)
[Next Doc](#)
[Prev Doc](#)

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[Start](#) List At: OR [Jump](#) to record: **Record 8 out of 8**

[TSDR](#)
[Assign Status](#)
[TMS Status](#)
(Use the "Back" button of the Internet Browser to return to TESS)

WORLD OF BEER

Word Mark WORLD OF BEER
Goods and Services IC 035, US 100 101 102, G & S: Retail store services featuring beer and wine. FIRST USE: 20070131. FIRST USE IN COMMERCE: 20070131
 IC 043, US 100 101, G & S: Restaurant and bar services. FIRST USE: 20070131. FIRST USE IN COMMERCE: 20070131
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 77245638
Filing Date August 2, 2007
Current Basis 1A
Original Filing Basis 1A
Published for Opposition January 22, 2008
Registration Number 3408752
International Registration Number 1133597
Registration Date April 8, 2008
Owner
 (REGISTRANT) WOB Franchising, Inc. CORPORATION FLORIDA 10910 Sheldon Road
 Tampa FLORIDA 33626

(LAST LISTED OWNER) WORLD OF BEER FRANCHISING, INC. CORPORATION
FLORIDA 10910 Sheldon Road Tampa FLORIDA 33626

Attorney of Record Hillary J. Wucherer
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEER" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
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[Home](#) [New List](#) [STRUCTURED](#) [FINDA FORM](#) [ABOUT SITE](#) [SEARCH LOC](#) [Top](#) [HELP](#) [Print List](#) [Curr List](#)
[Next Doc](#) [First Doc](#) [Print Doc](#) [Next Doc](#) [Last Doc](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)