

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328507

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kra-ze		01/02/2015	LIMITED LIABILITY COMPANY: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Luxco, Inc.		
Street Address:	5050 Kemper Ave.		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63139		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86108152	BOWER HILL	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	314-480-1500		
Email:	lori.bowen@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:	713062.1126		
NAME OF SUBMITTER:	Michelle Alvey		
SIGNATURE:	/Michelle Alvey/		
DATE SIGNED:	01/09/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of the 2nd day of January 2015, 2014, by and between Kra-ze, LLC, a Connecticut Limited Liability Company, having an address of 32 Cedar Lane, Uncasville, Connecticut 06382 ("Assignor"), and Luxco, Inc., a Missouri corporation, having an address at 5050 Kemper Avenue, St. Louis Missouri 63139 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the BOWER HILL trademark, including U.S. Patent and Trademark Office Trademark Application No. 86108152 for the mark BOWER HILL, and all goodwill associated with the foregoing (collectively, the "BOWER HILL Mark");

WHEREAS, Assignor and Assignee have entered into an Asset Purchase & Sale Agreement, ("Asset Purchase Agreement"), in which Assignor has agreed to sell and transfer to Assignee all right, title and interest in and to the BOWER HILL Mark and associated goodwill;

WHEREAS, Assignor therefore wishes to assign the entire rights, title and interest in and to the BOWER HILL Mark including the goodwill associated therewith to Assignee, and Assignee desires to accept the BOWER HILL Mark including the goodwill associated therewith.

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 its entire right, title and interest in and to the BOWER HILL Mark, 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. Trademark Application No. 86108152.

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:
KRA-ZE, LLC

Assignee:
LUXCO INC.

By: [Signature]
Print Name: Kevin Clough
Title: President

By: [Signature]
Print Name: DAVID BEATTEN
Title: President