

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM328216

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Exotica Beverage, Inc.		07/21/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Outlaw Beverage, LLC
Street Address:	630 Clinton Place
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210
Entity Type:	CORPORATION: DELAWARE Limited Liability Company

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85604919	OUTLAW

CORRESPONDENCE DATA

Fax Number: 7032436410
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.
Phone: 7032436333
Email: docketing@mwzb.com
Correspondent Name: Jeff Cohen
Address Line 1: 2200 Clarendon Blvd
Address Line 2: Suite 1400
Address Line 4: Arlington, VIRGINIA, 22201

ATTORNEY DOCKET NUMBER:	OUTLAW
NAME OF SUBMITTER:	Jeffrey R Cohen
SIGNATURE:	/jrc/
DATE SIGNED:	01/07/2015

Total Attachments: 4
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CH \$40.00 85604919

TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made effective as of July 21, 2014 from EXOTICA BEVERAGE, INC. a Delaware Corporation with an address at 12 Old Quarry Road, 07631 (the "Assignor"), to OUTLAW BEVERAGE, LLC, a limited liability company organized under the laws of the state of Delaware with an address of 630 Clinton Place, Beverly Hills, CA 90210 (the "Assignee").

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used as well as that part of the business to which the Marks pertain (the "Goods and Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the marks pertain.

NOW, THEREFORE, in consideration of the payment of (\$15.00) as set forth in and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title and interest of whatever kind in and to the Marks, together with: (a) the goodwill of the business relating to the Goods and Services in respect upon which the Marks are used and for which they are registered; (b) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks including, without limitation, damages and payments for past and future infringements and misappropriations of the Marks; and (c) all rights and that part of the business to which the Marks pertain.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title, and interest in and to the Marks and the business transferred in connection therewith.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first written above.



Jurisdiction	Serial No.	Application Date	Registration No.	Registration Date	Word Mark
United States	85604919	April 23, 2012	LIVE	Nov 11 th , 2008	OUTLAW IC 32- ENERGY DRUNKS
SEE ATTACHED					

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ASSIGNOR, EXOTICA BEVERAGE, INC.

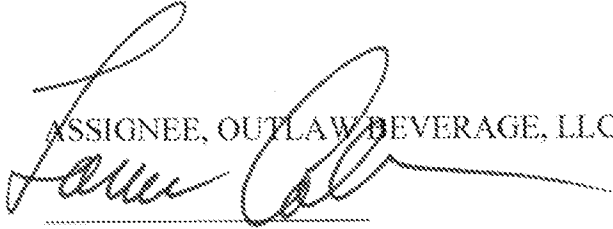


[signature]

By: Lance Collins

Its: President

ASSIGNEE, OUTLAW BEVERAGE, LLC



[signature]

By: Lance Collins

Its: CEO