

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356654

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Southern Wine & Spirits of Illinois, Inc.		09/22/2015	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Southern Wine & Spirits of America, Inc.		
Street Address:	1600 N.W. 163rd Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33169		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1358367	SASHA	
CORRESPONDENCE DATA			
Fax Number:	2028221111		
<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:	202.822.1100		
Email:	trademarkmail@whda.com,smoskowitz@whda.com		
Correspondent Name:	Simor L. Moskowitz		
Address Line 1:	1250 Connecticut Avenue, NW		
Address Line 2:	Suite 700		
Address Line 4:	Washington, D.C. 20036		
ATTORNEY DOCKET NUMBER:	13911369TM		
NAME OF SUBMITTER:	Simor L. Moskowitz		
SIGNATURE:	/Simor L. Moskowitz/		
DATE SIGNED:	09/29/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between Southern Wine & Spirits of Illinois, Inc., an Illinois corporation, located and doing business at 300 E. Crossroads Parkway, Bolingbrook, IL 60440-3516 (hereinafter referred to as "Assignor"), and Southern Wine & Spirits of America, Inc., a corporation duly organized and existing under the laws of the state of Florida, located and doing business at 1600 N.W. 163rd Street, Miami, FL 33169 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademark SASHA and SASHA & DESIGN, and the United States registrations therefor as set forth in the attached Schedule A (hereinafter referred to as the "ASSIGNED MARKS"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the ASSIGNED MARKS, and the listed registrations, together with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, its entire right, title and interest in and to the ASSIGNED MARKS, and the identified federal registrations therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, Assignor has caused his name to be signed this 22 day of September, 2015.

Southern Wine & Spirits of Illinois, Inc.

By: Wayne E. Chaplin
(Name/Title)
Wayne E. Chaplin
President + CEO

SCHEDULE A

<u>Mark</u>	<u>Registration</u>	<u>Issue Date</u>
SASHA	Reg. No. 1358367	Issued: September 3, 1985
SASHA	Reg. No. 1102300	Issued: September 2, 1978

