

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358302

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|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| NEW HOLLAND BREWING COMPANY, LLC | | 10/09/2015 | LIMITED LIABILITY COMPANY: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | CARHARTT, INC. | | |
| Street Address: | 5750 MERCURY DRIVE | | |
| City: | DEARBORN | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 49126 | | |
| Entity Type: | CORPORATION: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86621876 | THE CARHARTT WOODSMAN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6169578196 | | |
| <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: | 616.949.9610 | | |
| Email: | ptomail@priceheneveld.com | | |
| Correspondent Name: | PRICE HENEVELD LLP | | |
| Address Line 1: | 695 KENMOOR SE | | |
| Address Line 2: | PO BOX 2567 | | |
| Address Line 4: | GRAND RAPIDS, MICHIGAN 49501 | | |
| ATTORNEY DOCKET NUMBER: | NEW014 A329 | | |
| NAME OF SUBMITTER: | Aaron J. Wong | | |
| SIGNATURE: | /Aaron J. Wong/ | | |
| DATE SIGNED: | 10/12/2015 | | |
| Total Attachments: 2 | | | |
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| source=1A47561#page2.tif | | | |

OP \$40.00 86621876

TRADEMARK ASSIGNMENT

WHEREAS, New Holland Brewing Company, LLC, a Michigan Corporation having its principal offices at 66 East 8th Street, Holland, Michigan 49423, has adopted, used, and is using the following trademark for which an application in the United States Patent and Trademark Office is Pending:

| TRADEMARK | APPLICATION NO. | FILED |
|-----------------------|-----------------|-------------|
| THE CARHARTT WOODSMAN | 86/621,876 | May 7, 2015 |

WHEREAS, Carhartt, Inc., a Michigan Corporation, having its principal offices at 5750 Mercury Drive, Dearborn, Michigan 49126, is desirous of acquiring said trademark and any and all applications and registrations therefor,

Now, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, New Holland Brewing Company (Assignor) hereby assigns to Carhartt, Inc. (Assignee) all right, title and interest in and to said trademark and any and all applications and registrations therefor including, but not limited to, the above-identified application, together with the goodwill of the business symbolized by and associated with the trademark THE CARHARTT WOODSMAN.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the mark THE CARHARTT WOODSMAN.

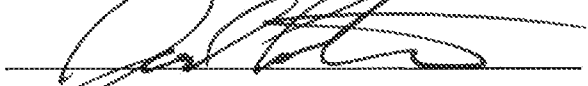
This Assignment shall be binding on Assignor, its successors, and/or assigns and all others acting by, through, with, or under its direction, and all those in privity therewith.

The Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office is requested to issue the Certificate of Registration to said Assignee, Carhartt, Inc.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer this 9th day of October, 2015.

10/09/2015
Date

NEW HOLLAND BREWING COMPANY, LLC


Name: Joel Petersen
Title: Vice President of Marketing

State of Michigan

County of Kent

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On this 9th day of October, 2015, personally appeared Joel Petersen, to me known and known to me to be an authorized representative of New Holland Brewing Company, the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Sally A. Middleton

Notary Public



SALLY A. MIDDLETON
Notary Public, State of Michigan
County of Kent
My Commission Expires: 9/11/2017