

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362558

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ben Sheppard		11/09/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	General Beverage Consulting and Management, Inc.		
Street Address:	1805 Little Orchard Street		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95125		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86375343	THE HOUSE OF JANE	
CORRESPONDENCE DATA			
Fax Number:	6509892131		
<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:	650-965-8731		
Email:	trademarks@legalforce.com		
Correspondent Name:	John Salcido		
Address Line 1:	451 N. Shoreline Blvd		
Address Line 4:	Mountain View, CALIFORNIA 94043		
ATTORNEY DOCKET NUMBER:	437803		
NAME OF SUBMITTER:	John Salcido		
SIGNATURE:	/John Salcido/		
DATE SIGNED:	11/17/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“ASSIGNMENT”) is executed on this 9th day of November, 2015 by Ben Sheppard, an individual having citizenship in the UNITED STATES and principal residence at 12310 Fawn River Way, Ellicott City, Maryland 21042, USA (hereinafter referred to as “ASSIGNOR”)

IN FAVOR OF

General Beverage Consulting & Management, Inc. (hereinafter referred to as “ASSIGNEE”), incorporated in California under the laws of the United States of America, having principal place of business at 1805 Little Orchard Street, San Jose, California 95125, UNITED STATES.

WHEREAS, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications pending with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks;

TRADEMARK	TYPE OF MARK	SERIAL NO.	DATE OF FILING	STATUS
THE HOUSE OF JANE	Trademark	86375343	August 23, 2014	Review prior to registration completed.

AND WHEREAS, Assignee desires to acquire all rights, titles and interests in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration as agreed by the parties, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

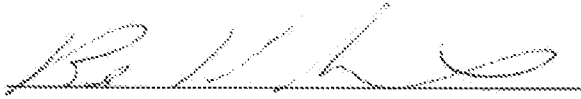
The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

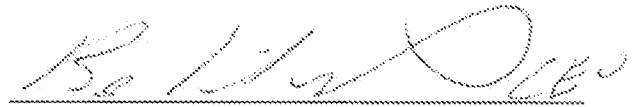


ASSIGNOR

ASSIGNEE



Ben Sheppard



General Beverage Consulting &
Management, Inc.

(Signatory: Ben Sheppard)