

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376012

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Centric Group, L.L.C.		02/01/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Courtesy Group, L.L.C.		
Street Address:	10840 LinPage Place		
City:	Saint Louis		
State/Country:	MISSOURI		
Postal Code:	63132		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3478221	"THE" ONE CUP!	
Registration Number:	4283385	SNAPBREW	
CORRESPONDENCE DATA			
Fax Number:	3142131158		
<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:	3142142829		
Email:	cmenges@centricgroup.com		
Correspondent Name:	Courtney Menges		
Address Line 1:	1260 Andes Blvd		
Address Line 4:	Saint Louis, MISSOURI 63139		
NAME OF SUBMITTER:	Courtney Menges		
SIGNATURE:	/Courtney Menges/		
DATE SIGNED:	03/08/2016		
Total Attachments: 3			
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source=Courtesy IP Assignment (Centric to Courtesy Group)#page2.tif			
source=Courtesy IP Assignment (Centric to Courtesy Group)#page3.tif			

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TRADEMARK ASSIGNMENT

1. **WHEREAS**, Centric Group, L.L.C., a Delaware limited liability company, having offices at 1260 Andes Blvd, St. Louis, MO 63132 (hereinafter referred to as "Assignor"), has adopted and used in its business certain trademarks, trade names, and domain names; and

2. **WHEREAS**, Assignor has certain applications and registrations for its trademarks, trade names, and domain names, including those listed on Schedule A attached hereto (collectively, the "Trademarks"); and

3. **WHEREAS**, Courtesy Group, L.L.C., a Missouri limited liability company, having offices at having offices at 10840 LinPage Place, St. Louis, MO 63132 (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in the Trademarks, and the good will of the business in connection with which the Trademarks are used; and

4. **WHEREAS**, this Trademark Assignment is entered into in furtherance of that certain Contribution Agreement between Assignor and Assignee dated on or about the date hereof; and

5. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks together with the good will of the business in connection with which said trademarks are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks; including specifically, without limiting the generality of the foregoing, the trademark registrations listed below.

6. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

7. **IN WITNESS WHEREOF**, Assignor has caused this Trademark Assignment to be executed by its officer thereunto duly authorized as of this 1st day of February, 2016.

CENTRIC GROUP, L.L.C.
By *Russell A. Willey*
Russell A. Willey, Chief Financial Officer

ATTEST:

G. Menverick
WITNESS (Signature)
GREGORY MENVERICK
Printed Name:

SCHEDULE A

Trademarks (and trademark applications).

MARK	SERIAL NUMBER	REGISTRATION NO.	MARK TYPE	COUNTRY	INT'L CLASS NO.	GOODS
"THE" ONE CUP! and Design "THE" <i>One Cup!</i>	78907042	3478221	Trademark	USA	11	(Int'l Class: 11) Electric coffee makers
SNAPBREW	85119760	4283385	Trademark	USA	11	(Int'l Class: 11) Electric coffee makers