

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM377667

| | | | |
|---|--|-----------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| GROWLERU FRANCO, LLC | | 03/22/2016 | Limited Liability Company: COLORADO |
| RECEIVING PARTY DATA | | | |
| Name: | DO WHAT'S RIGHT BRANDS, LLC | | |
| Street Address: | POST OFFICE BOX 96 | | |
| City: | CRESWELL | | |
| State/Country: | OREGON | | |
| Postal Code: | 97426 | | |
| Entity Type: | Limited Liability Company: COLORADO | | |
| PROPERTY NUMBERS Total: 14 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4542304 | SMILING MOOSE DELI | |
| Registration Number: | 4488096 | DELI | |
| Registration Number: | 4488099 | SMILING MOOSE DELI | |
| Registration Number: | 4488097 | SMILING MOOSE DELI | |
| Registration Number: | 4488102 | SMILING MOOSE DELI | |
| Registration Number: | 4488103 | | |
| Registration Number: | 4488101 | SMILING MOOSE DELI | |
| Registration Number: | 4805168 | SATISFY YOUR ADVENTURE FOR TASTE | |
| Registration Number: | 4805165 | SMILING MOOSE ROCKY MOUNTAIN DELI | |
| Registration Number: | 4805167 | SMILING MOOSE ROCKY MOUNTAIN DELI | |
| Registration Number: | 4796527 | | |
| Registration Number: | 4796528 | SMILING MOOSE ROCKY MOUNTAIN DELI | |
| Serial Number: | 86315822 | SMILING MOOSE ROCKY MOUNTAIN DELI | |
| Registration Number: | 4885923 | SMILING MOOSE ROCKY MOUNTAIN DELI | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3362746590 | | |
| <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> | | | |

OP \$365.00 4542304

Phone: 336-271-5229
Email: bhurt@tuggleduggins.com
Correspondent Name: Blake P. Hurt
Address Line 1: 100 N. Greene Street, Suite 600
Address Line 4: Greensboro, NORTH CAROLINA 27401

ATTORNEY DOCKET NUMBER: 957059-1

NAME OF SUBMITTER: BLAKE P. HURT

SIGNATURE: /blakehurt/

DATE SIGNED: 03/23/2016

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS AND COPYRIGHTS







WHEREAS, **GrowlerU Franco, LLC**, a Colorado limited liability company, (hereinafter **SELLER**) having a mailing address of **Post Office Box 96, Creswell, Oregon 97426**, in accordance with the **Asset Purchase and Sale Agreement with effective date of 01 March 2016** between **GrowlerU Franco, LLC**, a Colorado limited liability company and **Pinnacle Restaurant Group, Inc.**, a Colorado corporation, **Smiling Moose Operating Company**, a Colorado corporation, and **Smiling Moose Deli Franchise Company**, a Colorado corporation (hereinafter **ASSET AGREEMENT**), has adopted, used and is using the thirteen (13) marks registered in the United States Patent and Trademark Office, one (1) application currently pending in the United States Patent and Trademark Office and eight (8) copyrights registered in the United States Copyright Office (hereinafter collectively **MARKS**) all of which are identified in Exhibit A attached hereto; and





WHEREAS, **Do What's Right Brands, LLC**, a Colorado limited liability company, (hereinafter **PURCHASER**) having a mailing address of **Post Office Box 96, Creswell, Oregon 97426** in accordance with the **Assignment of Asset Purchase Agreement with effective date of 10 March 2016** between **GrowlerU Franco, LLC**, a Colorado limited liability company and **Do What's Right Brands, LLC**, a Colorado limited liability company, (hereinafter **AAPA**), is desirous of acquiring said marks and the registrations, application, and undivided copyright interest and registrations thereof.

NOW, THEREFORE, in accordance with the **ASSET AGREEMENT** and **AAPA**, and other good and valuable consideration, the receipt of which is hereby acknowledged, said **SELLER** does hereby assign unto the said **PURCHASER** all right, title and interest in and to the said **MARKS**, together with the goodwill of the business symbolized by the **MARKS**, and the above-identified registrations, application, and copyright registrations relating thereto and any renewals and extensions thereof, and in and to all works based upon, derived from or incorporating the **MARKS**, and in and to all income, royalties, damages, claims, including common law rights and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past or present infringement based on the **MARKS**, and in and to all rights corresponding to the foregoing throughout the

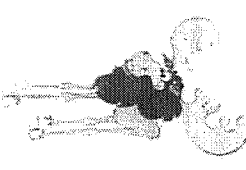


Exhibit A

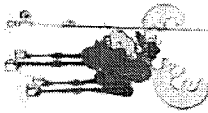


PINNACLE RESTAURANT GROUP TRADEMARKS

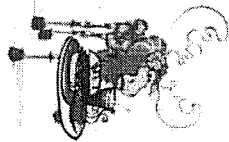

| OLG Ref. | App./Reg. No. | Trademark | App. Date | Reg. Date | Status |
|-----------|---------------|---|------------|------------|------------|
| 12100/005 | 4,542,304 | SMILING MOOSE DELI | 07/12/2013 | 06/03/2014 | Registered |
| 12100/006 | 4,488,096 |  | 07/12/2013 | 02/25/2014 | Registered |
| 12100/007 | 4,488,099 |  | 07/12/2013 | 02/25/2014 | Registered |
| 12100/008 | 4,488,097 | SMILING MOOSE DELI | 07/12/2013 | 02/25/2014 | Registered |
| 12100/009 | 4,488,102 |  | 07/12/2013 | 02/25/2014 | Registered |
| 12100/010 | 4,488,103 |  | 07/12/2013 | 02/25/2014 | Registered |
| 12100/011 | 4,488,101 |  | 07/12/2013 | 02/25/2014 | Registered |
| 12100/020 | 4,805,168 | SATISFY YOUR ADVENTURE FOR TASTE | 06/20/2014 | 09/01/2015 | Registered |
| 12100/022 | 4,805,165 |  | 06/19/2014 | 09/01/2015 | Registered |

| OLG Ref. | App./Reg. No. | Trademark | App. Date | Reg. Date | Status |
|-----------|---------------|---|------------|------------|------------|
| 12100/023 | 4,805,167 |  SMILING <small>ROCKY MOUNTAIN DELI</small> MOOSE | 06/20/2014 | 09/01/2015 | Registered |
| 12100/024 | 4,796,527 |  | 06/20/2014 | 08/18/2015 | Registered |
| 12100/025 | 4,796,528 |  SMILING MOOSE <small>ROCKY MOUNTAIN DELI</small> | 06/20/2014 | 08/18/2015 | Registered |
| 12100/026 | 86/315,822 |  SMILING MOOSE <small>ROCKY MOUNTAIN DELI</small> | 06/20/2014 | | Allowed |
| 12100/029 | 4,885,923 | SMILING MOOSE ROCKY MOUNTAIN DELI | 06/12/2015 | 01/12/2016 | Registered |

PINNACLE RESTAURANT GROUP COPYRIGHTS

| OLG REF # | Title | Effective Date of Registration | Date of Creation | Date of Publication | Author Information | Copyright Claimant | Work | Reg. No. | Elements Protected |
|---------------|----------------------|--------------------------------|------------------|---------------------|--------------------|---------------------------------|--|--------------|--------------------|
| 121000/004-D7 | Mo Full Body-D7 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-592 | computer graphic |
| 2100/004-D1 | Mo Left Sign Warm-D1 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-593 | computer graphic |
| 12100/004-D8 | Mo Head-D8 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-594 | computer graphic |

| OLG REF # | Title | Effective Date of Registration | Date of Creation | Date of Publication | Author Information | Copyright Claimant | Work | Reg. No. | Elements Protected |
|--------------|-----------------------------|--------------------------------|------------------|---------------------|--------------------|---------------------------------|---|--------------|--------------------|
| 2100/004-D5 | Mo Plain Fishing Poster-D5 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-595 | computer graphic |
| 12100.004-D3 | Mo He Toilet Poster-D3 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-596 | computer graphic |
| 12100/004-D6 | Mo She Lips Moose Poster-D6 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-597 | computer graphic |

| OLG REF # | Title | Effective Date of Registration | Date of Creation | Date of Publication | Author Information | Copyright Claimant | Work | Reg. No. | Elements Protected |
|--------------|------------------------------|--------------------------------|------------------|---------------------|--------------------|---------------------------------|---|--------------|--------------------|
| 12100/004-D4 | Mio Maui Moose Poster-D4 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-598 | computer graphic |
| 12100/004-D2 | Mio Flower Bouquet Poster-D2 | 05/11/2007 | 2003 | 06/04/2003 | Atlantis 1, LLC | Pinnacle Restaurant Group, Inc. |  | VA 1-411-599 | computer graphic |