

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM377924

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Baruh Spirits, Inc.		03/18/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	McCormick Distilling Co., Inc.		
Street Address:	One McCormick Lane		
City:	Weston		
State/Country:	MISSOURI		
Postal Code:	64098		
Entity Type:	Corporation: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4296209	MIDNIGHT AZUL	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<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:	913 647-9050		
Email:	tmdocketing.elbein@hoveywilliams.com		
Correspondent Name:	Michael Elbein - Hovey Williams LLP		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	48312 / 1993		
NAME OF SUBMITTER:	Michael Elbein		
SIGNATURE:	/Michael Elbein/		
DATE SIGNED:	03/24/2016		
Total Attachments: 5			
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CH \$40.00 4296209

Assignment

This Assignment Agreement is made by and between Baruh Spirits, Inc. ("Baruh" or "Assignor"), a California Corporation, with a mailing address of 816 Hayne Road, Hillsborough, California 94010; and McCormick Distilling Co., Inc. ("MDC" or "Assignee"), a corporation organized under the law of the state of Missouri, USA, with a mailing address of One McCormick Lane, Weston, Missouri 64098.

The parties agree as follows:

1. The trademarks that are listed on Schedule A are currently owned jointly by Baruh and MDC;
2. The trademarks that are listed on Schedule B are currently owned exclusively by Baruh;
3. Baruh wishes to assign all remaining rights in the trademarks listed on Schedule A to MDC, and wishes to assign all rights in the trademarks listed on Schedule B to MDC.
4. For good and valuable consideration, the receipt of which is hereby acknowledged, Baruh hereby assigns to MDC: a) all right, title and interest in the trademarks TARANTULA or AZUL, alone, in combination, or with other terms, including all translations and whether in word or design formats; b) all right and title and interest currently owned by Baruh to the trademarks listed on Schedules A and B, including all common law rights and the registrations cited in those schedules; c) all goodwill associated with the trademarks being assigned and the ability to collect for any infringements thereof. Baruh also agrees to execute such documents as may be requested to record the assignment with the United States Patent and Trademark Office as well as any other Trademark Office in which there are registrations.
5. MDC accepts the assignments.
6. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same Agreement. For purposes of execution, facsimile signatures and signature pages sent through electronic mail shall be considered effective and binding.

Agreed and accepted:

Baruh Spirits, Inc., Assignor

McCormick Distilling Co., Inc., Assignee

By: _____

By: Christopher Fernandez

Name: _____

Name: Christopher Fernandez

Title: _____

Title: Chief Financial Officer

Date: _____

Date: 03/18/2016

Assignor Notarial Certificate

State of _____, USA
County of _____

On this ____ day of _____, 2016, before me personally appeared _____ known to me to be _____ of Baruh Spirits, Inc. and who executed the foregoing instrument on behalf of said corporation for the use and purposes therein set forth, and that the individual who signed the foregoing instrument is recognized by me as an office of the same company duly authorized to grant the attached document.

Notary Public
My Commission Expires: _____

(seal)

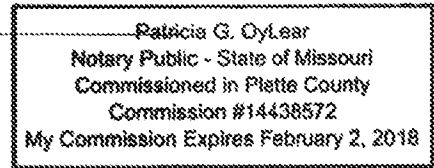
Assignee Notarial Certificate

State of Missouri, USA
County of Platte

On this 16 day of March, 2016, before me personally appeared Christopher Fernandez known to me to be CEO of McCormick Distilling Co., Inc. and who executed the foregoing instrument on behalf of said corporation for the use and purposes therein set forth, and that the individual who signed the foregoing instrument is recognized by me as an office of the same company duly authorized to grant the attached document.

Patricia G. Oylear
Notary Public
My Commission Expires: _____

(seal)



Assignment

This Assignment Agreement is made by and between Baruh Spirits, Inc. ("Baruh" or "Assignor"), a California Corporation, with a mailing address of 816 Hayne Road, Hillsborough, California 94010; and McCormick Distilling Co., Inc. ("MDC" or "Assignee"), a corporation organized under the law of the state of Missouri, USA, with a mailing address of One McCormick Lane, Weston, Missouri 64098.

The parties agree as follows:

1. The trademarks that are listed on Schedule A are currently owned jointly by Baruh and MDC;
2. The trademarks that are listed on Schedule B are currently owned exclusively by Baruh;
3. Baruh wishes to assign all remaining rights in the trademarks listed on Schedule A to MDC, and wishes to assign all rights in the trademarks listed on Schedule B to MDC.
4. For good and valuable consideration, the receipt of which is hereby acknowledged, Baruh hereby assigns to MDC: a) all right, title and interest in the trademarks TARANTULA or AZUL, alone, in combination, or with other terms, including all translations and whether in word or design formats; b) all right and title and interest currently owned by Baruh to the trademarks listed on Schedules A and B, including all common law rights and the registrations cited in those schedules; c) all goodwill associated with the trademarks being assigned and the ability to collect for any infringements thereof. Baruh also agrees to execute such documents as may be requested to record the assignment with the United States Patent and Trademark Office as well as any other Trademark Office in which there are registrations.
5. MDC accepts the assignments.
6. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same Agreement. For purposes of execution, facsimile signatures and signature pages sent through electronic mail shall be considered effective and binding.

Agreed and accepted:

Baruh Spirits, Inc., Assignor

McCormick Distilling Co., Inc., Assignee

By: Bradford Baruh

By: _____

Name: BRADFORD BARUH

Name: _____

Title: C.F.O.

Title: _____

Date: 3/17/16

Date: _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1188

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of San Mateo)
On 3/18/16 before me, Tiffany Butera, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Baruh Spirits, Inc
Name(s) of Signer(s)
Bradford Baruh, CEO

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Tiffany Butera
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document
Title or Type of Document: Assignment
Document Date: 3/17/16 Number of Pages: 1
Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)
Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer Is Representing: _____

Schedule B – Marks Currently Owned Solely in the Name of Baruh Spirits, Inc.
and Being Assigned to McCormick Distilling Co., Inc.

Trademark	Country	Reg. No.	Int. Class	Date of Reg.
MIDNIGHT AZUL	U.S.	4296209	33	Feb 26, 2013
TARANTULA	Canada	TMA648593	N/A	Sep 20, 2005
TARANTULA	EM	003393774	32, 33	Mar 1, 2006
TARANTULA	India	1286903	32, 33	May 28, 2004
TARANTULA	Japan	4789330	32, 33	Jul 23, 2004
TARANTULA	Mexico	844698	32	Jul 28, 2004
TARANTULA	Mexico	844699	33	Jul 28, 2004
TARANTULA AZUL	Canada	TMA541641	N/A	Feb 27, 2001
TARANTULA AZUL	China	3671657	32	Feb 28, 2005
TARANTULA AZUL	China	3671656	33	Jun 21, 2006
TARANTULA AZUL	Taiwan	00777465	33	Sep 16, 1997
MIDNIGHT AZUL	Mexico	1256604	3	Dec 7, 2011
MIDNIGHT AZUL	Mexico	1259968	33	Jan 11, 2012