

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378567

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DO WHAT'S RIGHT BRANDS, LLC		03/22/2016	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	SMILING MOOSE FRANCO, 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: 3362715229
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: 03/30/2016

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS AND COPYRIGHTS

WHEREAS, **Do What's Right Brands, 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**), and 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**), 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

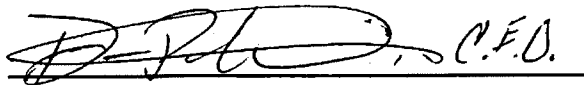
WHEREAS, **Smiling Moose Franco, LLC**, a Colorado limited liability company, (hereinafter **PURCHASER**) having a mailing address of **Post Office Box 96, Creswell, Oregon 97426**, is desirous of acquiring said marks and the registrations, application, and undivided copyright interest and registrations 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 world.

SELLER agrees to execute all papers and take other actions as **PURCHASER** may deem necessary to secure for **PURCHASER** or its designee the rights herein assigned.

IN WITNESS WHEREOF, I have set my hand and affixed my seal this 22nd day of March, 2016.

 C.F.O.

Printed Name: Dan P. White

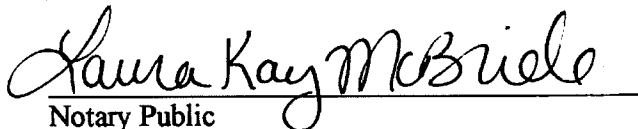
Title: CEO

Company: **Do What's Right Brands, LLC**

State Of Colorado
County Of Arapahoe

I, Laura Kay McBride a Notary Public for said County and State, do hereby certify that Dan P. White CEO an officer of the corporation of **Do What's Right Brands, LLC** personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 22nd day of March, 2016.


Notary Public

My commission expires: 12-12-2017

(Official Seal)

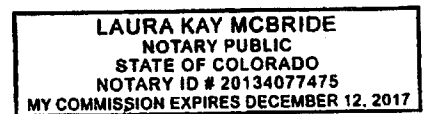















Exhibit A


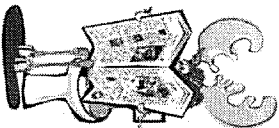

PINNACLE RESTAURANT GROUP TRADEMARKS

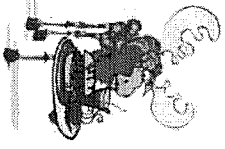

OLG Ref.	App./Reg. No.	Trademark	App. Date	Reg. Date	Status
12100/005	4,542,304	SMILING MOOSE DELI	07/12/2013	06/03/2014	Registered
12100/006	4,488,096		07/12/2013	02/25/2014	Registered
12100/007	4,488,099		07/12/2013	02/25/2014	Registered
12100/008	4,488,097	SMILING MOOSE DELI	07/12/2013	02/25/2014	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	 <p>SMILING ROCKY MOUNTAIN DELI MOOSE</p>	06/20/2014	09/01/2015	Registered
12100/024	4,796,527		06/20/2014	08/18/2015	Registered
12100/025	4,796,528	 <p>SMILING MOOSE ROCKY MOUNTAIN DELI</p>	06/20/2014	08/18/2015	Registered
12100/026	86/315,822	 <p>SMILING MOOSE ROCKY MOUNTAIN DELI</p>	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	Mo 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	Mo Flower Bouquet Poster-D2	05/11/2007	2003	06/04/2003	Atlantis 1, LLC	Pinnacle Restaurant Group, Inc.		VA 1-411-599	computer graphic