

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378909

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VeeV Spirits, LLC		03/10/2016	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Luxco, Inc.		
Street Address:	5050 Kemper Ave.		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63139		
Entity Type:	Corporation: MISSOURI		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3342113	VEEV	
Registration Number:	3444367	VEEV	
Registration Number:	4251307	VITAFRUTE	
Registration Number:	3764107	ENJOY TONIGHT AND SAVE TOMORROW	
Registration Number:	3376386	A BETTER WAY TO DRINK	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	3144801500		
Email:	lori.bowen@huschblackwell.com		
Correspondent Name:	Michelle Alvey		
Address Line 1:	190 Carondelet Plaza, Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	713062.1187		
NAME OF SUBMITTER:	Michelle Alvey		
SIGNATURE:	/Michelle Alvey/		
DATE SIGNED:	04/01/2016		

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Total Attachments: 1

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EXHIBIT B

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is entered into as of the 10th day of March, 2016, by and between VeeV Spirits, LLC, an Illinois limited liability company, having an address of 215 S La Cienega Blvd, Beverly Hills, CA 90211 ("Assignor"), and Luxco, Inc., a Missouri corporation, having an address at 5050 Kemper Avenue, St. Louis Missouri 63139 ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the VEEV trademark and VITAFRUTE trademark, U.S. Trademark Registration Numbers 3,342,113 (for "VEEV"), 3,444,367 (for the Veev Leaf Design) 4,251,307 (for "VITAFRUTE"), 3,764,107 (for "ENJOY TONIGHT AND SAVE TOMORROW"), and 3,376,386 (for "A BETTER WAY TO DRINK") as well as the foreign Trademark Registration Numbers 1189108 (for "VEEV") (India), 830385967 (for "VEEV") (Brazil), 1139638 (for "VEEV") (Mexico), 1338368 (for "VEEV") (Australia) and 1022154 (for "VEEV") (International Registration-WIPO and the resulting registrations in the designated countries China, Russian Federation, EU TM, and Japan) and all goodwill associated with the foregoing (collectively, the "VeeV Marks");

WHEREAS, Assignor and Assignee have entered into an Asset Purchase & Sale Agreement, ("Asset Purchase Agreement"), in which Assignor has agreed to sell and transfer to Assignee all right, title and interest in and to the VeeV Marks and associated goodwill;

WHEREAS, Assignor therefore wishes to assign the entire right, title and interest in and to the VeeV Marks including the goodwill associated therewith to Assignee, and Assignee desires to accept the VeeV Marks including the goodwill associated therewith.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereto agree as follows:

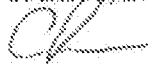
1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the VeeV Marks, together with the goodwill associated therewith, including without limitation, the right to sue for past infringement, and all registrations and applications therefor.

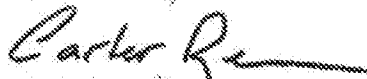
2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the day and year above.

Assignor:


VEEV SPIRITS, LLC.

By: 
Print Name: Carter Reim
Title: Co-Founder


Carter Reim
Co-founder

Assignee:

LUXCO INC.

By: 
Print Name: DAVID BRATCHER
Title: President