

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390491

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David Holmes		06/21/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Boathouse Beverage LLC		
Street Address:	140 Water Street		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06854		
Entity Type:	Limited Liability Company: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4932182	SPIKEDLIFE	
CORRESPONDENCE DATA			
Fax Number:	8164748100		
<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:	8164748100		
Email:	sfbaction@spencerfane.com		
Correspondent Name:	Kyle L. Elliott		
Address Line 1:	1000 Walnut Street		
Address Line 2:	Suite 1400		
Address Line 4:	Kansas City, MISSOURI 64106		
ATTORNEY DOCKET NUMBER:	5024777-1		
NAME OF SUBMITTER:	Kyle L. Elliott		
SIGNATURE:	/kle/		
DATE SIGNED:	07/06/2016		
Total Attachments: 2			
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OP \$40.00 4932182

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made as of June 21, 2016, by David Holmes, an individual ("Assignor"), to and for the benefit of Boathouse Beverage LLC, a Connecticut limited liability company ("Assignee").

WHEREAS, Assignor has registered the trademark SPIKEDLIFE ("the Mark") with the United States Patent and Trademark Office, which Mark is identified as Registration No. 4,932,182, issued April 5, 2016 (the "Registration"); and

WHEREAS, Assignor desires to assign the Mark and Registration and all of the right to and interest therein to Assignee.

NOW, THEREFORE, TO ALL CONCERNED, be it known for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all rights in the Mark and Registration as follows:

1. Assignor does assign and transfer all of his right, title, and interest in and to the Mark and Registration (together with all goodwill associated therewith) unto Assignee.
2. Assignor further agrees to execute and deliver such other or further documents or instruments as may be necessary to perfect Assignee's rights in and to the Mark and Registration.
3. This Assignment includes the right to recover all damages for infringement of the Mark, whether such infringement occurred in the past or occurs in the future, as fully as if Assignor had filed such action in his own name. Further, Assignor agrees to cooperate in any such actions to the extent reasonably required by Assignee to enforce the rights transferred hereunder.
4. Assignor consents to Assignee's use of the Mark in connection alcoholic beverages, including but not limited to hard seltzer beverages. Assignor agrees never to object to, interfere with or challenge any use that is made of the Mark or any similar mark by Assignee, or Assignee's efforts to register the Mark or any similar marks in connection with alcoholic beverages. Assignor agrees never to use, register, or seek to register the Mark or any marks which are confusingly similar to the Mark.
5. Should the Assignor receive notice of litigation or a demand letter which reasonably would lead to litigation or any matters that are reasonably related to the subject of this Assignment, Assignor agrees to provide immediate notification of such matters to Assignee.
6. This constitutes the entire agreement between the parties with respect to ownership of the Mark and Registration and supersedes all prior agreements or understandings between Assignee and Assignor.

[Remainder of Page Left Blank -- Signature/Acknowledgement to Follow]

WA 8258717.2

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the day and year first above written.

ASSIGNOR:

David Holmes
DAVID HOLMES

STATE OF CT)
COUNTY OF Fairfield) ss 046-62-4433

On this ___ day of June, 2016, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared David Holmes to me known to be the person who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

IN WITNESS WHEREOF, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

Marie Vlcek
Notary Public

MARIE VLCEK

Print

Name:

My Commission Expires:
April 30, 2019

