

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395172

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900374537		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Desnoes & Geddes Limited		08/08/2016	Limited Liability Company: JAMAICA
RECEIVING PARTY DATA			
Name:	New Holland Brewing Company, LLC		
Street Address:	66 East 8th Street		
City:	Holland		
State/Country:	MICHIGAN		
Postal Code:	49423		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3735714	DRAGON'S MILK	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6169499610		
Email:	ptomail@priceheneveld.com		
Correspondent Name:	Price Heneveld LLP		
Address Line 1:	695 Kenmoor SE		
Address Line 2:	PO Box 2567		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	NEW014 A304		
NAME OF SUBMITTER:	Aaron J. Wong		
SIGNATURE:	/Aaron J. Wong/		
DATE SIGNED:	08/16/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This agreement is made between Desnoes & Geddes, Ltd, a Jamaican limited liability company, with an address of 214 Spanish Town Road, Kingston, Jamaica ("D&G") and New Holland Brewing Company, LLC, a Michigan limited liability company with an address of 66 East 8th Street, Holland, Michigan 49423 ("New Holland").

WHEREAS, D&G is the owner of United States Trademark Registration No. 3,735,714 (the Registration) for the mark DRAGON'S MILK for use in connection with beer;

WHEREAS D&G is the owner of Canadian Trademark Application No. 1712266 (the Application) for the mark DRAGON'S MILK for use in connection with beer;

WHEREAS, New Holland wishes to acquire the Dragon's Milk mark, the Registration, and the Application from D&G, together with the goodwill symbolized by the Dragon's Milk mark, the Registration, and the Application.

NOW, THEREFORE, in exchange for \$10.00USD paid by New Holland to D&G along with coverage of legal fees incurred by D&G and other consideration, the receipt and sufficiency of which are hereby acknowledged, D&G assigns to New Holland the entire right and interest in and to the Dragon's Milk mark, the Registration, and the Application, together with the goodwill associated with the Dragon's Milk mark, the Registration, and the Application.

Desnoes & Geddes, Ltd

New Holland Brewing Company, LLC

By: [Signature]
Name: Branden Infant-Rend
Title: Head of Marketing
Date: 8/8/16

By: [Signature]
Name: Brett Vandervoort
Title: President
Date: 8-11-16