

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM397240

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Southern Wine & Spirits of America, LLC		06/30/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SWS Holdings, Inc.		
Street Address:	1600 N.W. 163rd Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33169		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3447686	SOUTH BEACH WINE & FOOD FESTIVAL	
Registration Number:	3864216	SOUTH BEACH WINE & FOOD FESTIVAL	
Registration Number:	4936945	SOBE	
Registration Number:	4258035	SOBEFEST	
Registration Number:	4782037	SOBEWFF	
Registration Number:	4330272	TAMPA BAY WINE & FOOD FESTIVAL	
Registration Number:	4330249	TAMPA BAY WINE & FOOD FESTIVAL	
Registration Number:	4392044	BURGER BASH	
Registration Number:	3733437	BB BURGER BASH	
CORRESPONDENCE DATA			
Fax Number:	2028221111		
<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:	202.822.1100		
Email:	trademarkmail@whda.com,smoskowitz@whda.com		
Correspondent Name:	Simor L. Moskowitz		
Address Line 1:	1250 Connecticut Avenue, NW		
Address Line 2:	Suite 700		
Address Line 4:	Washington, D.C. 20036		

OP \$240.00 3447686

NAME OF SUBMITTER:	Simor L. Moskowitz
SIGNATURE:	/Simor L. Moskowitz/
DATE SIGNED:	09/01/2016
Total Attachments: 2 source=sws holdings assign#page1.tif source=sws holdings assign#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between Southern Wine & Spirits of America, LLC, a limited liability company duly organized and existing under the laws of the state of Delaware, located and doing business at 1600 N.W. 163rd Street, Miami, FL 33169 (hereinafter referred to as "Assignor"), and SWS Holdings, Inc., a corporation duly organized and existing under the laws of state of Florida, located and doing business at 163rd Street, Miami, FL 33169 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademarks and the United States registrations therefor as set forth in the attached Schedule A (hereinafter referred to as the "ASSIGNED MARKS"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the ASSIGNED MARKS, and the listed registrations, together with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, its entire right, title and interest in and to the ASSIGNED MARKS, and the identified federal registrations therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed by its duly authorized officer this 30th day of June, 2016.

Southern Wine & Spirits of America, LLC

By: _____


Steven Becker, EVP

SCHEDULE A

UNITED STATES

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
SOUTH BEACH WINE & FOOD FESTIVAL	3447686	June 17, 2008
SOUTH BEACH WINE & FOOD FESTIVAL	3864216	October 19, 2010
SOBE	4936945	April 12, 2016
SOBEFEST	4258035	December 11, 2012
SOBEWFF	4782037	July 28, 2015
TAMPA BAY WINE & FOOD FESTIVAL (Logo)	4330272	May 7, 2013
TAMPA BAY WINE & FOOD FESTIVAL	4330249	May 7, 2013
BURGER BASH	4392044	August 27, 2013
BB BURGER BASH (LOGO)	3733437	January 5, 2010
BUBBLE Q	2784131	November 18, 2003