

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398499

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elixir Signature Pty Ltd		11/24/2015	Company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Intellectual Property Development Corporation Pty Ltd		
Street Address:	3/333 Flinders Lane		
Internal Address:	Level 3		
City:	Victoria		
State/Country:	AUSTRALIA		
Entity Type:	Company: AUSTRALIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86535742		
Serial Number:	77885911	THUNDER ROAD	
CORRESPONDENCE DATA			
Fax Number:	3128278185		
<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:	312-807-4350		
Email:	chicago.trademarks@klgates.com, valerie.swanson@klgates.com, sana.hakim@klgates.com		
Correspondent Name:	Sana Hakim c/o K&L Gates LLP		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
NAME OF SUBMITTER:	Sana Hakim		
SIGNATURE:	/sh/		
DATE SIGNED:	09/14/2016		
Total Attachments: 6			
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Deed of Assignment of Intellectual Property

Date *24/Nov* 2015

Parties

1. Elixir Signature Pty Ltd ACN 135 297 988 of Level 3, 333 Flinders Lane, Melbourne, Victoria (Assignor)

IN FAVOUR OF:

2. Intellectual Property Development Corporation Pty Ltd ACN 116 569 665 of Level 3, 333 Flinders Lane, Victoria (Assignee)

Background

- A. The Assignor is the owner of the trade marks identified in Schedule 1 of this deed (Intellectual Property)
- B. The Assignor by this deed assigns to the Assignee its entire right, title and interest in and to the Intellectual Property.

Operative Provisions

1. Assignment of Intellectual Property

The Assignor assigns, transfers and sets over to the Assignee all its rights, title and interest in the Intellectual Property together with the associated goodwill (if any) on the date of this deed.

2. Authorities

The parties agree to execute all documents and do all acts necessary to effect the assignment of the Intellectual Property and the registration of the Assignee as the registered proprietor of the Intellectual Property by the relevant Intellectual Property Office in each applicable country.

3. Assignment of right to sue

On the date of execution of this deed, the Assignor assigns, transfers and sets over to the Assignee any rights it has to damages or injunctive relief it has as a result of any infringement of its intellectual property rights in the Intellectual Property prior to the date of this deed.

4. General

4.1 Governing law and jurisdiction

This deed is governed by and must be construed in accordance with the laws of the State of Victoria. The parties submit to the non-exclusive jurisdiction of the courts of that State and the Commonwealth of Australia in respect of all matters or things arising out of this deed.

4.2 Stamp Duty

All stamp duty (including fines and penalties, if any) payable in respect of this deed or any instrument created in connection with it must be borne by the Assignee. The Assignee undertakes to keep the Assignor indemnified against all liability relating to stamp duty, fines and penalties.

4.3 Costs

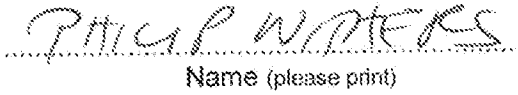
Each party must pay its own legal costs of and incidental to the preparation and completion of this deed.

Executed as a deed poll

Executed by Elixir Signature Pty Ltd ACN 135 297 988 in accordance with section 127(1) of the Corporations Act 2001 (Cth):


Signature of director

.....
Signature of director or company secretary*
*delete whichever does not apply


Name (please print)

.....
Name (please print)

Schedule 1: Trade Marks

Australia

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
338007	THUNDER	32 - Beer, ale and porter; mineral and aerated waters and other non-alcoholic drinks; syrups and other preparations for making beverages.	19/09/1979	REGISTERED
446528	BLUE THUNDER	32 - Beers; mineral and aerated waters and all other non-alcoholic drinks in this class.	6/06/1986	REGISTERED
1302783	THUNDER ROAD	21 - Household or kitchen utensils and containers; beer mugs; glassware; porcelain and earthenware 25 - Clothing, footwear and headgear 32 - Beer 41 - Entertainment services and cultural activities; services relating to music and performance venues featuring live music and entertainment; provision of artistic services, theatrical services, and musical services relating to the provision of live music by bands 43 - Provision of food and drink through breweries, restaurants, cafes, bars, lounges, pubs, clubs; temporary accommodation services; catering services; take-away food services, bar services	5/06/2009	REGISTERED
1311766	THUNDER ROAD	33 - Spirits (beverages); still spirits	5/08/2009	REGISTERED
1324718	GOD OF THUNDER	32 - Beer	8/10/2009	REGISTERED
1324719	THOR	32 - Beer	8/10/2009	REGISTERED
1324857	DIGGER	12 - Bicycles	9/10/2009	REGISTERED
1324859	DUX	12 - Bicycles	9/10/2009	REGISTERED
1324861	THUNDER ROAD	12 - Bicycles	9/10/2009	REGISTERED
1346010	THOR (Logo)	21 - Household or kitchen utensils and containers; beer mugs; glassware; porcelain and earthenware 25 - Clothing, footwear and headgear 32 - Beer 43 - Provision of food and drink through breweries, restaurants, cafes, bars, lounges, pubs, clubs; temporary accommodation services; catering services; take-away food services, bar services	17/02/2010	REGISTERED
1346012	TRB (logo)	32 - Beer	17/02/2010	REGISTERED
1382223	THUNDER ROAD	35 - Wholesale and retail services including the supply of food, beverages, liquor, glassware and accessories; provision of wholesale and retail services to bottle shops, liquor stores, breweries, supermarkets, restaurants, cafes, bars, lounges, pubs and clubs; supply of food and beverages by mail order or via the global computer network	8/09/2010	REGISTERED
1420505	THUNDER ROAD	33 - Alcoholic beverages (except beer); cider; none of the foregoing being cocktails or cocktail mixes.	15/04/2011	REGISTERED
1443789	E ELIXIR 360	32 - Beer and brewing kits	19/08/2011	REGISTERED

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
		35 - Distribution of goods (not being transport services) (agent, wholesale, representative services, by any means); wholesale and retail services including the wholesale and retail supply of beverages, liquor, glassware and accessories; provision of wholesale and retail services to bottle shops, liquor stores, retail outlets, breweries, supermarkets, restaurants, cafes, bars, lounges, pubs and clubs; supply of beverages by mail order or via the global computer network; advertising, promotion and public relations relating to beers and brewing, serving and sale of beers; advertising, promotion and public relations relating to the provision of drink through breweries, bottle shops, liquor stores, retail outlets, supermarkets, restaurants, cafes, bars, lounges, pubs, clubs; advertising, promotion and public relations relating to entertainment, cultural and sporting events		
1447635	THUNDER ROAD	32 - Mineral and aerated waters and other non-alcoholic drinks; non-alcoholic cider; fruit drinks and fruit juices; syrups and other preparations for making beverages; ginger beer; brewing kits	9/09/2011	REGISTERED
1467048	THUNDER ROAD SESSION ALE	32 - Beer and brewing kits; mineral and aerated waters and other non-alcoholic drinks; non-alcoholic cider; fruit drinks and fruit juices; syrups and other preparations for making beverages; ginger beer	22/12/2011	REGISTERED
1467049	THUNDER ROAD SESSION LAGER	32 - Beer and brewing kits; mineral and aerated waters and other non-alcoholic drinks; non-alcoholic cider; fruit drinks and fruit juices; syrups and other preparations for making beverages; ginger beer	22/12/2011	REGISTERED
1529380	DOLLAR GENERAL	35 - Wholesale and retail services; wholesale and retail services provided online	4/12/2012	REGISTERED
1530915	DEVIL'S THUNDER	32 - Beer and brewing kits	12/12/2012	REGISTERED
1610476	THUNDER ROAD SYDNEY BITTER	32 - Beer and brewing kits	11/03/2014	REGISTERED
1687181	THUNDER ROAD ORIGINAL PALE ALE	32 - Beer and brewing kits	14/04/2015	PENDING

China

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
T14001830A	THUNDER ROAD	32 - Beer; Water (beverages); Preparations for making beverages.	27/03/2014	PENDING
T14001831A	THUNDER ROAD	33 - Wines; Cider	27/03/2014	PUBLISHED

European Union

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
009040676	THUNDER ROAD	32 - Beers	20/04/2010	REGISTERED

New Zealand

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
816319	THUNDER ROAD	32 - Beer	27/11/2009	REGISTERED

United States of America

Trade mark application no.	Trade mark	Class(es)	Filing date	Status
77/885,911	THUNDER ROAD	032 - Beer	4/12/2009	REGISTERED
86/535,742	Thor (Logo)	032 - Beer	16/02/2015	PENDING