

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403030

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Karl Crase		10/17/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Hall's Beer Cheese LLC		
Street Address:	1225 Athens Boonesboro Road		
City:	Winchester		
State/Country:	KENTUCKY		
Postal Code:	40391		
Entity Type:	Limited Liability Company: KENTUCKY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1475168	HALL'S	
Registration Number:	2019048	HALL'S	
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:	502-560-4217		
Email:	trademarks@skofirm.com		
Correspondent Name:	Laura H. Pulliam		
Address Line 1:	500 W Jefferson St		
Address Line 2:	2000 PNC Plaza		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Laura H. Pulliam		
SIGNATURE:	/Laura H. Pulliam/		
DATE SIGNED:	10/24/2016		
Total Attachments: 1			
source=Trademark Assignment#page1.tif			

CH \$65.00 1475168

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of the date given below by and between KARL CRASE, an individual Kentucky resident ("Assignor"), and HALL'S BEER CHEESE LLC, a Kentucky limited liability company with an address of 1225 Athens Boonesboro Road, Winchester, Kentucky 40391 ("Assignee").

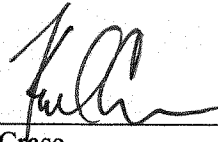
WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the following trademarks and all common law rights therein, including the below referenced registrations, together with all of the goodwill associated with such marks (the "Marks"):

Mark	Federal Registration Number	Goods/Services
HALL'S	1,475,168	International Class 29: beer flavored cheese spread
HALL'S	2,019,048	International Class 29: cheese and benedictine spreads; dairy-based dips

WHEREAS, Assignor wishes to assign the Marks together with all of the goodwill associated with the Marks to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest in the Marks, all issued registrations and pending applications with respect to same, the goodwill of the business symbolized by the Marks and the right to sue for past infringement of the Marks. Assignor will execute any and all additional documents necessary to transfer ownership, title and registration of the Marks to Assignee.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the date first above written.



Karl Crase

Date: _____

10/17/16