

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM413840

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pahlmeyer, LLC		11/17/2016	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dogfish Head Marketing, LLC		
<b>Street Address:</b>	6 Cannery Village Center		
<b>City:</b>	Milton		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19968		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5105573	RAISON D'ETRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2027568087		
<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>			
<b>Phone:</b>	2027568000		
<b>Email:</b>	Washington_IP_Docket@mwe.com, hpmorrison@mwe.com, mhallerman@mwe.com, jdabney@mwe.com		
<b>Correspondent Name:</b>	John Dabney/McDermott Will & Emery LLP		
<b>Address Line 1:</b>	500 North Capitol Street, N.W.		
<b>Address Line 4:</b>	Washington, D.C. 20001-1531		
<b>NAME OF SUBMITTER:</b>	John J. Dabney		
<b>SIGNATURE:</b>	/John J. Dabney/		
<b>DATE SIGNED:</b>	01/27/2017		
<b>Total Attachments: 1</b> source=1534_001#page1.tif			

CH \$40.00 5105573

Exhibit B

Trademark Assignment

WHEREAS, PAHLMeyer, LLC ("Pahlmeyer"), a California limited liability company, is the owner of record of U.S. trademark application 86/460,035 for the trademark RAISON D'ETRE in connection with "wines" (the "Mark"); and

WHEREAS, Dogfish Head Marketing, LLC ("Dogfish"), a Delaware limited liability company, and Pahlmeyer have entered into a confidential License Agreement under which Dogfish wishes to acquire all rights, title and interest to the Mark with a limited license back to Pahlmeyer (as defined in the License Agreement).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Pahlmeyer hereby irrevocably and exclusively conveys, transfers, assigns and delivers to Dogfish all of its right, title, and interest in the Mark. Such rights include all common law rights, all of Pahlmeyer's goodwill of the business connected with the use of and symbolized by the Mark, any and all claims and relief for past, present, and future infringement, and the right to register the Mark with the United States Patent and Trademark Office ("USPTO"), effective November 17, 2016

DOG FISH HEAD MARKETING, LLC.

By: [Signature]

Name: Sam Pellegrone

Title: CFO & Founder

PAHLMeyer, LLC

By: [Signature]

Name: Brian S. Howard

Title: President