

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414461

<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>
Emily Keller		01/25/2017	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RAD Wine Holdings, LLC		
<b>Street Address:</b>	4800 W. Amherst Ave.		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75209		
<b>Entity Type:</b>	Limited Liability Company: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86594407	ROSE ALL DAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	spatterson@gchub.com		
<b>Correspondent Name:</b>	Spencer C. Patterson		
<b>Address Line 1:</b>	1914 Skillman St., Ste., 110-144		
<b>Address Line 4:</b>	Dallas, TEXAS 75206		
<b>NAME OF SUBMITTER:</b>	Spencer C. Patterson		
<b>SIGNATURE:</b>	/Spencer C. Patterson/		
<b>DATE SIGNED:</b>	02/01/2017		
<b>Total Attachments: 2</b>			
source=ROSE_ALL_DAY_Trademark_Assignment_(003)-1#page1.tif			
source=ROSE_ALL_DAY_Trademark_Assignment_(003)-1#page2.tif			

OP \$40.00 86594407

## TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of January \_\_\_, 2017, is made by Emily Keller (“Assignor”), an individual, with an address of 4800 W. Amherst Ave., Dallas, Texas 75209, in favor of RAD Wine Holdings, LLC (“Assignee”), a Texas limited liability company, located at 4800 W. Amherst Ave., Dallas, Texas 75209.

WHEREAS, Assignor has agreed to convey, transfer and assign to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to U.S. Trademark Application No. 86/594,407 for ROSÉ ALL DAY, filed on April 10, 2015 (the “Assigned Trademark”), together with all common law rights in the Assigned Trademark and the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademark:

(a) the Assigned Trademark and all issuances, extensions and renewals thereof;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and

register this Trademark Assignment upon request by Assignee. Following the date hereof, at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Assigned Trademark to Assignee, or any assignee or successor thereto.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

By:   
Name: Emily Keller