

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM419388

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|---|--|--|--|
| <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>                     |
| Stanley Stein LLC   |  | 03/13/2017                               | Limited Liability Company:<br>ILLINOIS |
| <b>RECEIVING PARTY DATA</b>   |  |  |  |
| <b>Name:</b>  | THE HOCKEY CUP LLC                                 |  |  |
| <b>Street Address:</b>  | 851 N. Seton CT, 1B                                |  |  |
| <b>City:</b>  | Wheeling   |  |  |
| <b>State/Country:</b>   | ILLINOIS   |  |  |
| <b>Postal Code:</b>   | 60563  |  |  |
| <b>Entity Type:</b>   | Limited Liability Company: ILLINOIS                |  |  |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |  |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                         |  |
| <b>Registration Number:</b>   | 5108735  | BECAUSE YOU CAN'T DRINK BEER OUT OF THOS |  |
| <b>Serial Number:</b>   | 87343070   | THE CUP                                  |  |
| <b>Serial Number:</b>   | 87342406   | THE HOCKEY CUP                           |  |
| <b>CORRESPONDENCE DATA</b>  |  |  |  |
| <b>Fax Number:</b>  | 6303645825   |  |  |
| <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>   | 6303182606   |  |  |
| <b>Email:</b>   | pto@sherinianlaw.net                               |  |  |
| <b>Correspondent Name:</b>  | Depeng Bi  |  |  |
| <b>Address Line 1:</b>  | 1755 Park street, suite 200                        |  |  |
| <b>Address Line 2:</b>  | Law Offices of Konrad Sherinian                    |  |  |
| <b>Address Line 4:</b>  | Naperville, ILLINOIS 60563                         |  |  |
| <b>NAME OF SUBMITTER:</b>   | Depeng Bi  |  |  |
| <b>SIGNATURE:</b>   | /Depeng Bi/  |  |  |
| <b>DATE SIGNED:</b>   | 03/13/2017   |  |  |
| <b>Total Attachments: 1</b><br>source=Signed#page1.tif  |  |  |  |

OP \$90.00 5108735

## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is effective March 13, 2017.

**WHEREAS** STANLEY STEIN LLC, an Illinois Limited Liability Company, 851 N. Seton CT, 1B, Wheeling, IL 60090, U.S.A. (the "Assignor") has used and applied for registration of the following trademarks the same in the United States Patent and Trademark Office as set forth below ("the Trademarks"):

BECAUSE YOU CAN'T DRINK BEER OUT OF THOSE OTHER TROPHIES, U.S. Trademark Reg. No. 5,108,735;  
The Cup, U.S. Trademark Application Serial No. 87343070; and  
The Hockey Cup, U.S. Trademark Application Serial No. 87342406.

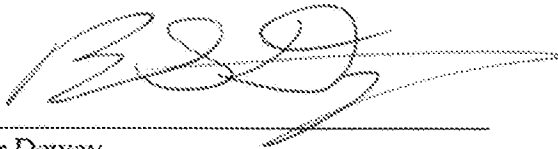
**WHEREAS** THE HOCKEY CUP LLC, an Illinois Limited Liability Company, 851 N. Seton CT, 1B, Wheeling, IL 60090, U.S.A. (the "Assignee") desires to acquire any and all rights that Assignor has in and to the Trademarks and the registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which are symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements thereof;

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademarks and the registrations therefor for the United States and throughout the world together with the goodwill of the business in connection with which the Trademarks is used and which is symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, I have executed this assignment this 13 day of March, 2017.

**ASSIGNOR**



Roger Dewey  
President  
Stanley Stein LLC