

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM424028

<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>
On The Rocks Restaurants Holdings, LLC		11/27/2016	Limited Liability Company: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crushed Red Holdings, LLC		
<b>Street Address:</b>	190 Carondelet Plaza, Suite 1200		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63105		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86251857	CR	
<b>Serial Number:</b>	87236588	CR CRUSHED RED ARTFULLY CHOPPED CRAFT SA	
<b>Serial Number:</b>	86251832	CRUSHED RED	
<b>Registration Number:</b>	4298935	CRUSHED RED	
<b>Registration Number:</b>	4329127		
<b>Registration Number:</b>	4310228		
<b>Serial Number:</b>	86251863	URBAN BAKE & CHOP SHOP	
<b>Registration Number:</b>	4317974	URBAN BAKE & CHOP SHOP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3144801505		
<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>	314-480-1500		
<b>Email:</b>	jenny.birmingham@huschblackwell.com		
<b>Correspondent Name:</b>	Alan S. Nemes		
<b>Address Line 1:</b>	Husch Blackwell LLP		
<b>Address Line 2:</b>	190 Carondelet Plaza, Suite 600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63105		
<b>NAME OF SUBMITTER:</b>	Alan S. Nemes		

CH \$215.00 86251857

<b>SIGNATURE:</b>	/Alan S. Nemes/
<b>DATE SIGNED:</b>	04/18/2017
<b>Total Attachments: 6</b> source=TrademarkAssignment#page1.tif source=TrademarkAssignment#page2.tif source=TrademarkAssignment#page3.tif source=TrademarkAssignment#page4.tif source=TrademarkAssignment#page5.tif source=TrademarkAssignment#page6.tif	

TRADEMARK ASSIGNMENT

WHEREAS, On The Rocks Restaurants Holdings, LLC, a limited liability company duly organized under the laws of the State of Missouri, having an address of 8007 Maryland Avenue, Clayton, Missouri 63105 (the "Assignor"), is the owner of all right, title and interest in and to the trademarks and Trademark Registrations or Trademark Applications set forth on **Schedule A**, attached hereto and hereby incorporated into this Trademark Assignment (the "Marks");

WHEREAS, Crushed Red Holdings, LLC, a limited liability company duly organized under the laws of the State of Delaware (the "Assignee"), wishes to acquire the above-referenced Marks, including all right, title and interest in and to the Marks, the goodwill of the business symbolized by the Marks and the right to enforce any claims thereon;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, said Assignor, hereby assigns, transfers and conveys to Assignee all right, title and interest in and to the above-noted Marks, together with the goodwill of the business symbolized by the Marks, including all common law rights and all rights and claims for damages by reason of past infringement of said trademarks, with the right to sue and collect therefor.

All of the above shall be held and enjoyed by the Assignee for its own use and benefit, and for its successors, legal representatives, and assigns, to the full end of the term for which the Marks may be granted, and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue Trademark Registrations in accordance with this Trademark Assignment.

Effective as of this 27th day of November, 2016.

On The Rocks Restaurants Holdings, LLC,

By: 

Name: CHRIS LARocca

Title: PRESIDENT

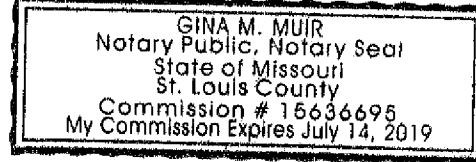
STATE OF Missouri )  
COUNTY OF St. Louis )

On 15th of Feb 2011 before me, Gina Muir a Notary Public, personally appeared Chris LeRocca, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Missouri that the foregoing is true and correct.

Signature Gina M. Muir

SEAL



Crushed Red Holdings, LLC,

By: 

Name: David Peacock

Title: Chairman

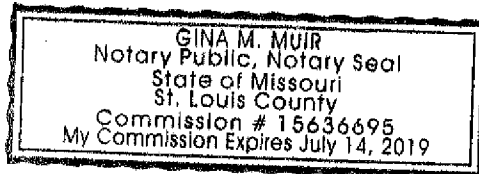
STATE OF Missouri )  
COUNTY OF St. Louis )

On 15<sup>th</sup> Feb. 2017 before me, Gina Muir a Notary Public, personally appeared David Peacock, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Missouri that the foregoing is true and correct.

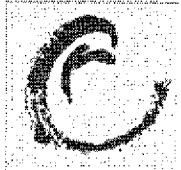



Signature Gina M. Muir


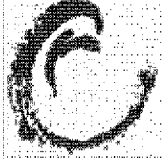
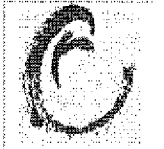
SEAL



**SCHEDULE A**

**Trademarks & Trademark Registrations/Applications**

<u>Filing Jurisdiction</u>	<u>Mark</u>	<u>Filing / Published / Registration Dates</u>	<u>Registration Number ("RN") / Application Number ("AN") / Serial Number ("SN")</u>
US Federal	<u>CR and Design</u> 	Filed: April 14, 2014 Application Published: December 9, 2014	SN: 86251857
US Federal	<u>CR CRUSHED RED ARTFULLY CHOPPED CRAFT SALADS</u>	Filed: November 14, 2016	SN: 87236588
US Federal	<u>CRUSHED RED</u>	Filed: April 14, 2014 Application Published: May 12, 2015	SN: 86251832
US Federal	<u>CRUSHED RED</u>	Filed: September 12, 2011 Application Published: May 1, 2012 Registered: March 5, 2013	RN: 4298935 SN: 85419937
US Federal	<u>Design Only</u> 	Filed: January 12, 2012 Application Published: July 3, 2012 Registered: April 30, 2013	RN: 4329127 SN: 85515165
US Federal	<u>Design Only</u> 	Filed: January 4, 2012 Application Published: June 26, 2012 Registered: March 26, 2013	RN: 4310228 SN: 85508751
US Federal	<u>URBAN BAKE &amp; CHOP SHOP</u>	Filed: April 14, 2014 Application Published: November 25, 2014	SN: 86251863
US Federal	<u>URBAN BAKE &amp; CHOP SHOP</u>	Filed: September 13, 2011 Application Published: July 24, 2012 Registered: April 9, 2013	RN: 4317974 SN: 85421288
Canada	<u>C and Design</u> 	Registered March 11, 2014 Filed: June 4, 2012 Application Published: November 6, 2013	RN: 4317974 SN: 85421288 RN: TMA873042 AN: 1580477
Canada	<u>C and Design</u>	Registered February 25, 2014 Filed: June 4, 2012 Application Published: October 23, 2013	RN: 4317974 SN: 85421288 RN: TMA872062 AN: 1580472

Filing Jurisdiction	Mark	Filing, Published / Registration Dates	Registration Number ("RN") / Application Number ("AN") / Serial Number ("SN")
			
Canada	<u>CR C and Design</u> 	Published: November 13, 2015 Filed: October 28, 2014 Application Published: July 29, 2015	RN: 4317974 SN: 85421288 AN: 1700010
Canada	<u>CRUSHED RED</u>	Registered: March 11, 2014 Filed: June 4, 2012 Application Published: November 6, 2013	RN: 4317974 SN: 85421288 RN: TMA873043 AN: 1580478
Canada	<u>URBAN BAKE &amp; CHOP SHOP</u>	Registered: December 23, 2014 Filed: June 4, 2012 Application Published: May 21, 2014 Registered: December 23, 2014	RN: 4317974 SN: 85421288 RN: TMA892918 AN: 1580479
European Union	<u>Cr and Design</u> 	Filed: October 16, 2014 Registered: April 10, 2015	RN: 013372768 AN: 013372768
European Union	<u>CRUSHED RED</u>	Filed: September 11, 2014 Registered: February 23, 2015	RN: 013245551 AN: 013245551
UNITED ARAB EMR	CR Design Logo (Black & White)	File Date: 10/26/2014	AN: 220211
UNITED ARAB EMR	CRUSHED RED	File Date: 10/08/2014	AN: 219230
QATAR	CRUSHED RED	File Date: 09/23/2014 Registration Date: 1/07/2016	AN: 92028 RN: 92028
QATAR	CR Design Logo (Black & White)	File Date: 10/19/2014 Registration Date: 1/07/2016	AN: 92464 RN: 92464

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**RECORDED: 04/18/2017**

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REEL: 006035 FRAME: 0963**