

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM435329

<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>
HS Beverage Inc.		07/10/2017	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LFP IP, LLC		
<b>Street Address:</b>	8484 Wilshire Boulevard		
<b>Internal Address:</b>	Suite 900		
<b>City:</b>	Beverly Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90211		
<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>Serial Number:</b>	87412814	HUSTLER VODKA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7168491315		
<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>	716-849-1333		
<b>Email:</b>	ip@lglaw.com		
<b>Correspondent Name:</b>	Jonathan W. Brown		
<b>Address Line 1:</b>	42 Delaware Avenue		
<b>Address Line 2:</b>	Suite 120		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202		
<b>NAME OF SUBMITTER:</b>	Jonathan W. Brown		
<b>SIGNATURE:</b>	/Jonathan W. Brown/		
<b>DATE SIGNED:</b>	07/17/2017		
<b>Total Attachments: 1</b>			
source=LFP Release of Trademark#page1.tif			

OP \$40.00 87412814

**ASSIGNMENT OF UNITED STATES TRADEMARK APPLICATION**

This Assignment is made by and between HS Beverage Inc., a Nevada corporation, with a principal place of business at 1000 N. Green Valley Parkway, #440-517, Henderson, Nevada 89074 (hereinafter referred to as "Assignor"), and LFP IP, LLC, a Delaware limited liability company with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211 ("Assignee").

WHEREAS, Assignor filed the United States Trademark Application identified below (the "Application"):

Mark	International Class	Goods and Services	Serial Number	Application Date
HUSTLER VODKA	025	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms.	<u>87412814</u>	April 15, 2017
	033	Distilled spirits made from grains from UNITED STATES in accordance with adopted standards.		

WHEREAS, Assignor agrees to assign all right, title and interest in the the Application to the Assignee, including any goodwill associated with the Mark, as used in connection with the above-referenced goods, and any and all claims, demands, causes of action for infringement of the Mark, past, present and future, and all proceeds of the forgoing.

WHEREAS, Assignor agrees and acknowledges that Assignee is the owner of all right, title and interest in and to the Application and the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Application identified above, together with any goodwill of the business symbolized by the Mark, and any and all claims, demands, causes of action for infringement of the Mark, past, present and future, and all the proceeds from the forgoing.

Signed at Las Vegas, Nevada this 10<sup>th</sup> day of July, 2017.

HS BEVERAGE INC.



By: Gerald Christian,

Treasurer and Authorized Representative