

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM451693

<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>
Gabriel Tennberg		11/09/2017	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mucho Aloha Holdings, LLC		
<b>Street Address:</b>	1187 Coast Village Road #506		
<b>City:</b>	Santa Barbara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93108		
<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>	4678109	HPA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9702210535		
<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>	9704944165		
<b>Email:</b>	bwolf@newbelgium.com		
<b>Correspondent Name:</b>	Brian Wolf		
<b>Address Line 1:</b>	500 Linden Street		
<b>Address Line 4:</b>	Fort Collins, COLORADO 80524		
<b>NAME OF SUBMITTER:</b>	Brian Wolf		
<b>SIGNATURE:</b>	/Brian Wolf/		
<b>DATE SIGNED:</b>	11/21/2017		
<b>Total Attachments: 2</b>			
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OP \$40.00 4678109

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective this 9th day of November 2017, between Mucho Aloha Holdings, LLC, a Delaware limited liability company with a principal place of business at 1187 Coast Village Road #606, Santa Barbara, CA 93108 ("Assignee"), and Gabriel Tennberg, an individual having an address at 68-265 B Ke Nui Road, Halewa, HI 96712 ("Assignor").

WHEREAS, Assignor has adopted, is using, and is the owner of all right, title and interest in and to the trademark "HPA", the goodwill associated with such trademark, and the registration of such trademark in the United States as identified below (the "Trademark"):

Mark	Jurisdiction	Registration No.	Registration Date
HPA	United States	4,678,109	July 27, 2015

WHEREAS, Assignor has agreed to transfer, sell and convey to Assignee the Trademark including the goodwill of the business symbolized thereby, and

WHEREAS, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties wish to create a document suitable for recordal in the U.S. Patent and Trademark Office confirming that Assignor has sold, transferred, assigned and set over unto, all rights, title and interest of the Assignor in and to the Trademark to Assignee

NOW, THEREFORE, THE PARTIES STATE AS FOLLOWS:

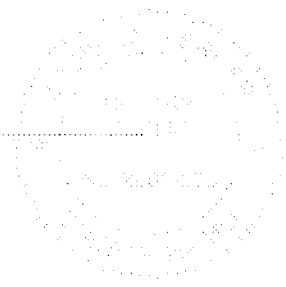
Assignor does hereby assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, and Assignee does hereby acquire from Assignor, all of Assignor's rights, title and interest in and to the Trademark (including any common law rights that exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives.

[Signature page follows.]

IN WITNESS WHEREOF, Assignor has executed this Assignment, as an instrument under seal as of the date first written above.

Gabriel Tennberg:

*[Handwritten signature of Gabriel Tennberg]*



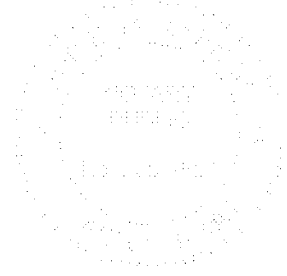
STATE OF HAWAII  
HONOLULU COUNTY

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 10th day of NOVEMBER 2017, personally appeared GABRIEL TENNBERG to me known personally, and who executed the foregoing instrument, and acknowledged he executed said instrument as the free act and deed of said individual.

*[Handwritten signature of Notary Public]*  
Notary Public

My commission expires: APR 28 2020

Doc. No. 19-201 of Pages 2  
Notary Public, State of Hawaii, Honolulu County  
Doc. Description: TRADEMARK ASSIGNMENT  
GABRIEL TENNBERG NOV 2017  
(Notary Signature) Date



The foregoing Assignment of said Trademark by Assignor is hereby accepted as of this 11 day of NOVEMBER, 2017.

Acknowledged by:

Mucho Aloha Holdings, LLC

By: *[Handwritten signature of Jeff Underwood]*

Name: JEFF UNDERWOOD

Title: CEO