

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM451695

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mucho Aloha Holdings, LLC		11/10/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	New Belgium Brewing Company, Inc.		
Doing Business As:	New Belgium Brewing		
Street Address:	500 Linden Street		
City:	Fort Collins		
State/Country:	COLORADO		
Postal Code:	80524		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4678109	HPA	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	9704944165		
Email:	bwolf@newbelgium.com		
Correspondent Name:	Brian Wolf		
Address Line 1:	500 Linden Street		
Address Line 4:	Fort Collins, COLORADO 80524		
NAME OF SUBMITTER:	Brian Wolf		
SIGNATURE:	/Brian Wolf/		
DATE SIGNED:	11/21/2017		
Total Attachments: 2			
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OP \$40.00 4678109

Exhibit B – Trademark Assignment
TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective this 10th day of November 2017, between New Belgium Brewing Company, Inc., a Colorado corporation with a principal place of business at 500 Linden Street, Fort Collins, CO 80524, including and on behalf of its affiliates ("Assignee"), and Mucho Aloha Holdings, LLC, a Delaware limited liability company with a principal place of business at 1187 Coast Village Road #506, Santa Barbara, CA 93108 ("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 and Assignee are parties to that certain Trademark Purchase Agreement, dated November 10th, 2017 (the "Agreement"), pursuant to which Assignor transferred, sold and conveyed 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.

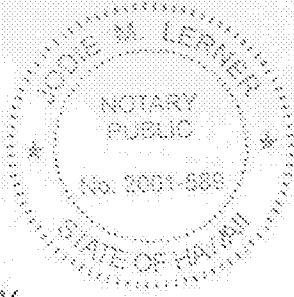
NOW, THEREFORE, THE PARTIES STATE AS FOLLOWS:

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.

Mucho Aloha Holdings, LLC



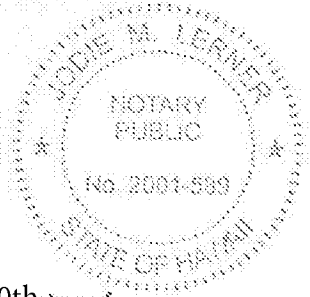
By: [Signature]
Name: GABRIEL TENNERG
Title: MEMBER

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, being by me duly sworn, deposes and says that he is the member of the Assignor, and that said instrument was signed and sealed on behalf of said Assignor, and said member acknowledged said instrument to be the free act and deed of said corporation.

[Signature]
Notary Public
My commission expires: JUN 26 2019

Doc. Date: 11-10-2017 # Pages 2
Notary Name: Jodie M. Lerner First Circuit
Doc. Description: Trademark Assign-ment
[Signature] 11-10-2017
Notary Signature Date



The foregoing Assignment of said Trademark by Assignor is hereby accepted as of this 10th day of November, 2017.

Acknowledged by:

New Belgium Brewing Company, Inc.

By: [Signature]
Name: Joseph J. Davis
Title: Chief Operating Officer