

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453827

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Salt Lake Brewing Co., L.C.		10/15/2014	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	Utah Brewers Cooperative, L.C.		
Street Address:	1763 S. 300 W.		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84115		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3779201	HELL'S KEEP	
CORRESPONDENCE DATA			
Fax Number:	8013647697		
<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:	8015341700		
Email:	tpotestio@aklawfirm.com		
Correspondent Name:	Tobi D. Potestio		
Address Line 1:	50 W. Broadway, Suite 700		
Address Line 4:	Salt Lake City, UTAH 84101		
NAME OF SUBMITTER:	Tobi D. Potestio		
SIGNATURE:	/Tobi D. Potestio/		
DATE SIGNED:	12/08/2017		
Total Attachments: 3			
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ASSIGNMENT AND CONFIRMATION OF ASSIGNMENT OF TRADEMARKS

SQUATTERS TRADEMARKS

Recitals

1. Salt Lake Brewing Co., L.C. (hereinafter "Salt Lake Brewing"), is the owner of several trademarks for (i) beverages, namely beers, ales, and porters (collectively, "beers"); (ii) restaurant and bar services; and (iii) clothing, namely shirts, sweatshirts, T-shirts, turtlenecks, mock turtlenecks, hats and caps, neckties, and boxer shorts.

The trademarks, collectively referred to herein as the SQUATTERS trademarks, include, but are not limited to, the following:

SQUATTERS

GOOD FOR WHAT ALES YOU

FULL SUSPENSION PALE ALE

CAPT. BASTARD'S OATMEAL STOUT

SALT LAKE'S ORIGINAL LOCAL BEER

BEERS YOU CAN BELIEVE IN

SQUATTERS HEFEWEIZEN

SQUATTERS IPA

SQUATTERS, ONLY IN UTAH

SQUATTERS VIENNA LAGER

HELL'S KEEP

HOP RISING

2. Salt Lake Brewing began using the SQUATTERS trademarks in commerce no later than August 1988, primarily in conjunction with brew pub restaurants in or near Salt Lake City, Utah.

3. On approximately March 23, 2000, Utah Brewers Cooperative, L.C. ("Utah Brewers"), was formed as a Utah limited liability company, with Salt Lake Brewing as one of its founding members. Since the time of the founding of Utah Brewers, Salt Lake Brewing and its principals have been actively involved in the management of Utah Brewers.

4. On approximately April 3, 2000, Salt Lake Brewing granted Utah Brewers a license to (i) brew, package, distribute, and sell the SQUATTERS beers that Salt Lake Brewing had been brewing and serving in its brew pub restaurants, and (ii) use the SQUATTERS trademarks in commerce in connection with the brewing, packaging, distribution and sale of beers in Utah and other states, including beers that Salt Lake Brewing had brewed and served in its brew pub restaurants and other beers to be developed by Utah Brewers with Salt Lake Brewing's approval and oversight.

5. Under this arrangement, Salt Lake Brewing brewed and sold SQUATTERS beers at its SQUATTERS restaurants, while Utah Brewers brewed and sold SQUATTERS beers for keg and package sales to other restaurants, taverns, bars, and stores.

6. Through its active role in the management of Utah Brewers, as one of the members of Utah Brewers, and pursuant to quality control rights granted in its license agreement, Salt Lake Brewing exercised appropriate quality control measures to ensure that the SQUATTERS beers brewed and sold by Utah Brewers met the exacting standards Salt Lake Brewing had always adhered to in the brewing and serving of SQUATTERS beers.

7. As the business has evolved, keg and package sales have become a larger and more prominent business for Utah Brewers compared with the restaurant operates.

8. Accordingly, Salt Lake Brewing and Utah Brewers have agreed that for the effective operation of both Utah Brewers and Salt Lake Brewing, ownership of the SQUATTERS trademarks should be vested in Utah Brewers.

Agreement

Accordingly, Salt Lake Brewing and Utah Brewers hereby agree as follows:

1. For good and valuable consideration, the adequacy of which is hereby acknowledged, and in conjunction with the transfer of the goodwill associated with the prior grant of permission to brew and sell SQUATTERS beers and the licensing of SQUATTERS trademarks, Salt Lake Brewing hereby assigns, transfers, and conveys to Utah Brewers all right, title, and interest in the SQUATTERS trademarks identified above.

2. Alternatively, to the extent the SQUATTERS trademarks have previously been assigned, either formally or informally, in writing or orally, explicitly or implicitly, Salt Lake Brewing and Utah Brewers hereby confirm and ratify that assignment.

3. Nothing in this document shall be interpreted the prejudice the rights or obligations of Utah Brewers or Salt Lake Brewing under any other agreement between them.

4. Nothing in this document shall be interpreted to prejudice or limit the right of Salt Lake Brewing to continue to use the SQUATTERS trademarks in conjunction with the operation of the SQUATTERS brew pub restaurants or other business engaged in by Salt Lake Brewing.

DATED: 10/15/14

SALT LAKE BREWING CO., L.C.

By: *Sean Boyle*
Its: *CEO*

DATED: 10/15/14

UTAH BREWERS COOPERATIVE, L.C.

By: *J. Bruce Dyer*
Its: *President*