

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM468703

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	03/31/2017		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Maverick Brands, LLC		04/04/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NEW AGE BEVERAGES CORPORATION		
<b>Street Address:</b>	1700 EAST 68TH AVE.		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80229		
<b>Entity Type:</b>	Corporation: WASHINGTON		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4094652	COCO LIBRE	
<b>Registration Number:</b>	4863045	LIBERATE YOUR THIRST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3035726540		
<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>	3035726500		
<b>Email:</b>	GTIPMAIL@gtlaw.com		
<b>Correspondent Name:</b>	Gayle L. Strong		
<b>Address Line 1:</b>	1200 17th Street, Suite 2400		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	131898.010300		
<b>NAME OF SUBMITTER:</b>	Gayle L. Strong		
<b>SIGNATURE:</b>	/Gayle L Strong/		
<b>DATE SIGNED:</b>	04/05/2018		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT

WHEREAS, pursuant to that certain Asset Purchase Agreement (the "APA") dated as of March 31, 2017, by and among Maverick Brands, LLC, a Delaware limited liability company ("Assignor"), and New Age Beverage Corporation, a Washington state corporation ("Assignee"), Assignor has agreed to transfer and assign the Marks (as defined in the APA) to Assignee; and

WHEREAS, in order to effectuate Assignor's assignments to Assignee of all rights, title and interests in and to all of Assignor's Marks as defined in the APA, Assignors are executing this instrument of assignment.

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys, as of the date of March 31, 2017, to Assignee, the Assignor's entire right, title and interest throughout the world in and to, as well as the goodwill of the business symbolized by, the Marks identified on Exhibit A attached hereto, which constitute the pertinent records from Schedule 1.1(a)(iv) of the Disclosure Schedule as referenced in the APA.

Together with Assignor's right, title and interest throughout the world in and to each of the Marks, as well as the goodwill of the business associated with said Marks being assigned to Assignee, are the rights to police, monitor and enforce said marks against any and all past infringements which may have occurred at any time in the unlimited past, up to the date of this present Trademark Assignment, together with any and all further privileges in the United States and throughout the world to establish use, ownership, and/or registration thereof.

Assignor hereby represents, covenants and warrants that, with respect to each Mark, it has the full right to convey its above-described right, title, interest and goodwill by this instrument, free and clear of all liens, claims, encumbrances, security interests and any other restrictions or charges of any kind or nature, and that no other agreement has been or will be executed in conflict herewith.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of trademark rights, or to secure registrations before the United States Patent and Trademark Office or any trademark office of any other country throughout the world, at Assignor's expense, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Marks, at Assignor's expense.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States and the appropriate official in any other country throughout the world, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted upon any application or petition for same, to Assignee, and/or Assignee's successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and trademark office or the Trademark Office of any other country throughout the world.

TRADEMARK ASSIGNMENT

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**TRADEMARK**  
**REEL: 006307 FRAME: 0880**



**EXHIBIT A**

U.S. Reg. No. 4094652 for the mark COCO LIBRE in Class 32 [renewal due 01312022]

U.S. Reg. No. 4863045 for the mark LIBERATE YOUR THIRST in Class 32 [renewal due 12012025; declaration of use due 12012020-12012021]

Mexico Reg. No. 1460381 for the mark COCO LIBRE

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**RECORDED: 04/05/2018**

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