

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM488345

<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>
The Kroger Co		07/18/2018	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Winery Exchange, Inc.		
<b>Street Address:</b>	500 Redwood Blvd., Suite 200		
<b>City:</b>	Novato		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94947		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2685153	CERVEZA CAGUAMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	trademarks@wineryexchange.com		
<b>Correspondent Name:</b>	Genevieve Burch		
<b>Address Line 1:</b>	500 Redwood Blvd., Suite 200		
<b>Address Line 4:</b>	Novato, CALIFORNIA 94947		
<b>NAME OF SUBMITTER:</b>	Genevieve Burch		
<b>SIGNATURE:</b>	/gbk/		
<b>DATE SIGNED:</b>	08/31/2018		
<b>Total Attachments: 1</b>			
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OP \$40.00 2685153

TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Kroger Co. ("Assignor"), an Ohio corporation, hereby conveys, transfers and assigns to Winery Exchange, Inc. ("Assignee"), a California corporation, effective as of the date hereof, all of Assignor's right, title and interest in and to the name and trademark CERVEZA CAGUAMA (including United States Trademark Registration No. 2,685,153), and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

THE KROGER CO.

By: Christine S. Wheatley

Name: CHRISTINE S. WHEATLEY

Title: GROUP VICE PRESIDENT,  
SECRETARY AND GENERAL

Date: 7.18.18 COUNSEL