

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM497949

<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>
Mathew A. Best		11/06/2018	INDIVIDUAL: UNITED STATES
Evan D. Hafer		10/31/2018	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Black Rifle Coffee Company LLC		
<b>Street Address:</b>	1144 South 500 West		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84111		
<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>Serial Number:</b>	87580184	BLACK RIFLE BREWING COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8013281707		
<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>	8015339800		
<b>Email:</b>	jstringham@wnlaw.com		
<b>Correspondent Name:</b>	John C. Stringham		
<b>Address Line 1:</b>	60 East South Temple, Suite 1000		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	21377.4		
<b>NAME OF SUBMITTER:</b>	John C. Stringham		
<b>SIGNATURE:</b>	/John C. Stringham/		
<b>DATE SIGNED:</b>	11/13/2018		
<b>Total Attachments: 4</b>			
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OP \$40.00 87580184

WHEN RECORDED RETURN TO:

TRADEMARKS  
Docket No.: 21377.4

Workman Nydegger  
60 East South Temple, Suite 1000  
Salt Lake City, Utah 84111

**ASSIGNMENT**

WE, MATHEW A. BEST, of Salt Lake City, Utah, and EVAN D. HAFER, of Salt Lake City, Utah, ("Assignors"), are the owners of the entire right, title and interest in and to the pending United States trademark application, listed in the attached Schedule A (the "Trademark");

Assignee, BLACK RIFLE COFFEE COMPANY LLC, a limited liability company of the State of Delaware, having a principal place of business at 1144 South 500 West, Salt Lake City, Utah 84111, desires to secure all right, title and interest in and to the Trademark, the goodwill of the business symbolized by and associated with the Trademark and the right to sue for past infringement.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignors by Assignee, the receipt and sufficiency of which Assignors hereby acknowledge, ASSIGNORS HEREBY ASSIGN TO ASSIGNEE:

The entire right, title and interest in and to the Trademark, the goodwill of the business symbolized by and associated with the Trademark, any and all common law rights relating to or associated with the Trademark, or portions thereof and the right to bring legal action relating to the Trademark and to sue and receive damages for past infringement.

Assignors hereby agree, without further consideration and without expense to them, to sign all lawful papers and to perform all other lawful acts which Assignee may request to make this Assignment fully effective.

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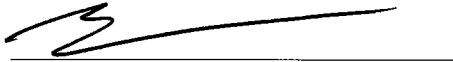
Dated this 31 day of OCTOBER, 2018.



EVAN D. HAFER

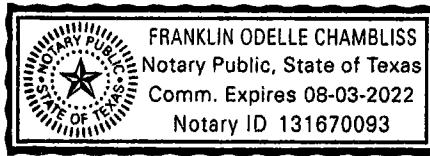
STATE OF TEXAS )  
 : ss.  
COUNTY OF BEXAR )

On 31 OCTOBER, 2018, before me personally appeared Evan D. Hafer known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.



NOTARY PUBLIC  
Residing at BEXAR COUNTY  
355 SPANISH LANE

My Commission Expires:  
8-3-2022



Schedule A

TRADEMARK APPLICATIONS

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<u>Mark</u>	<u>App. No.</u>	<u>Filing Date</u>
BLACK RIFLE BREWING COMPANY	87/580184	08/23/2017