

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM503162

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eli Gershkovitch		12/20/2018	INDIVIDUAL: CANADA
RECEIVING PARTY DATA			
Name:	Sazerac Brands, LLC		
Street Address:	10101 Linn Station Rd., Suite 400		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40223		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87824647	MASH-UP	
CORRESPONDENCE DATA			
Fax Number:			
<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:	617-368-2129		
Email:	mccormick@fr.com		
Correspondent Name:	John P. McCormick		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
NAME OF SUBMITTER:	John P. McCormick		
SIGNATURE:	/John P. McCormick/		
DATE SIGNED:	12/21/2018		
Total Attachments: 1			
source=Assignment from Eli Gershkovitch to Sazerac Brands LLC#page1.tif			

CH \$40.00 87824647

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Eli GersHKovitch a Canadian citizen with an address at 3845 William St., Burnaby, British Columbia, Canada V5C3J1 (hereinafter "Assignor"), did adopt, use and is using the trademark MASH-UP in connection with beer and craft beer and filed US Appln. Serial No. 87/824,647 to register this mark with the USPTO (hereinafter the "Trademark"); and

WHEREAS, Sazerac Brands, LLC organized and existing under the laws of the State of Delaware, with its principal place of business at 10101 Linn Station Rd., Suite 400, Louisville, Kentucky, United States 40223 (hereinafter "Assignee"), is desirous of acquiring the Trademark and the good will of the business in connection with which the Trademark is used.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's right, title, and interest in and to the Trademark, together with the good will of the business in connection with which the Trademark is used.

Assignor shall do all acts and execute all documents that may be reasonably required by Assignee in order to effect the assignment of the Trademark.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed on this 20th day of December, 2018.

ASSIGNOR, Eli GersHKovitch


Name: Eli GersHKovitch
Title: Owner