

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM525413

<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>
Sazerac Brands, LLC		05/23/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eli GersHKovitch		
<b>Street Address:</b>	3845 William St.		
<b>City:</b>	Burnaby, British Columbia		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	V5C3J1		
<b>Entity Type:</b>	INDIVIDUAL: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5754631	MASH-UP	
<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>Phone:</b>	617-368-2129		
<b>Email:</b>	mccormick@fr.com		
<b>Correspondent Name:</b>	John P. McCormick		
<b>Address Line 1:</b>	P.O. Box 1022		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55440-1022		
<b>NAME OF SUBMITTER:</b>	John P. McCormick		
<b>SIGNATURE:</b>	/John P. McCormick/		
<b>DATE SIGNED:</b>	05/29/2019		
<b>Total Attachments: 2</b>			
source=Assignment from Sazerac Brands, LLC to Eli GersHKovitch - MASH-UP Registration#page1.tif			
source=Assignment from Sazerac Brands, LLC to Eli GersHKovitch - MASH-UP Registration#page2.tif			

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## TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Sazerac Brands, LLC, a limited liability company 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 "Assignor"), is the owner of the trademark MASH-UP and the registration of this trademark with the USPTO identified in the Schedule attached hereto (hereinafter the "Trademark"); and

WHEREAS, Eli GersHKovitch a Canadian citizen with an address at 3845 William St., Burnaby, British Columbia, Canada V5C3J1 (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 rights, 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 23 day of May, 2019.

ASSIGNOR, Sazerac Brands, LLC

MARY TORTORELLA  
Name: Mary Tortorella  
Title: General Counsel + CEO  
Date: May 23, 2019

SCHEDULE

Mark	App. No.	App. Date	Reg. No.	Reg. Date	Goods
MASH-UP	87/824,647	March 7, 2018	5,754,631	May 21, 2019	Class 32: Beer; craft beer.