

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM525622

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Savvy Distillers, LP		04/19/2018	Limited Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	Heaven Hill Distilleries, Inc.		
Street Address:	1064 Loretto Road		
City:	Bardstown		
State/Country:	KENTUCKY		
Postal Code:	40004		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3895007	DEEP EDDY	
Registration Number:	4503922	DANGEROUSLY REFRESHING	
Registration Number:	4515352	PLEASE DAY DRINK RESPONSIBLY	
Registration Number:	4644316	AUSTIN'S ORIGINAL DEEP EDDY	
CORRESPONDENCE DATA			
Fax Number:	5025890309		
<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:	502-562-7378		
Email:	lminton@wyattfirm.com		
Correspondent Name:	Matt A. Williams		
Address Line 1:	Wyatt, Tarrant & Combs, LLP		
Address Line 2:	500 West Jefferson Street, Suite 2800		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Matthew A. Williams		
SIGNATURE:	/Matthew A. Williams/		
DATE SIGNED:	05/30/2019		
Total Attachments: 2			
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4644316#page2.tif

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Agreement**") is made by and between Savvy Distillers, LP, a Texas limited partnership ("**Assignor**"), and Heaven Hill Distilleries, Inc., a Kentucky corporation ("**Assignee**").

WHEREAS, Assignor wishes to transfer to Assignee, and Assignee wishes to acquire from Assignor, all of Assignor's right, title, and interest in and to the trademarks (the "Marks") listed on Schedule 1 and related rights, together with the goodwill connected with the use of and symbolized by the Marks; and

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title and interest in and to the Marks together with the goodwill of the business connected with the use of and symbolized by the Marks and the registration thereof identified above, effective as of the 19 day of April 2018.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Agreement to be executed as of the date first written above by their respective duly authorized officers.

Savvy Distillers, LP,
Assignor

By: 

Name: Max Shapira

Title: President of Fluid Assets, Inc., the
General Partner of Savvy Distillers, LP.

AGREED TO AND ACCEPTED:


Heaven Hill Distilleries, Inc.,
Assignee

By: 

Name: Max Shapira

Title: President

SCHEDULE 1

COUNTRY	MARK	SERIAL NO.	REG. NO.
United States	DEEP EDDY	77823087	3895007
United States	DANGEROUSLY REFRESHING	85663558	4503922
United States	PLEASE DAY DRINK RESPONSIBLY	85663557	4515352
United States	 AUSTIN'S ORIGINAL DEEP EDDY & Design	86231500	4644316