

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM525624

<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>
Fluid Assets, Inc.		04/19/2018	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Heaven Hill Distilleries, Inc.		
<b>Street Address:</b>	1064 Loretto Road		
<b>City:</b>	Bardstown		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40004		
<b>Entity Type:</b>	Corporation: KENTUCKY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3335848	SAVVY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	5025627378		
<b>Email:</b>	lminton@wyattfirm.com		
<b>Correspondent Name:</b>	Matt A. Williams		
<b>Address Line 1:</b>	Wyatt, Tarrant & Combs, LLP		
<b>Address Line 2:</b>	500 West Jefferson Street, Suite 2800		
<b>Address Line 4:</b>	Louisville, KENTUCKY 40202		
<b>NAME OF SUBMITTER:</b>	Matthew A. Williams		
<b>SIGNATURE:</b>	/Matthew A. Williams/		
<b>DATE SIGNED:</b>	05/30/2019		
<b>Total Attachments: 2</b>			
source=US Reg. No. 3335848 - SAVVY - Assignment from Fluid Assets to Heaven Hill#page1.tif			
source=US Reg. No. 3335848 - SAVVY - Assignment from Fluid Assets to Heaven Hill#page2.tif			

CH \$40.00 3335848

# TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Agreement**") is made by and between Fluid Assets, Inc., a Texas corporation ("**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 trademark (the "Mark") listed on Schedule 1 and related rights, together with the goodwill connected with the use of and symbolized by the Mark; 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 Mark together with the goodwill of the business connected with the use of and symbolized by the Mark 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.

Fluid Assets, Inc.,  
Assignor

By: 

Name: Max Shapira

Title: President

AGREED TO AND ACCEPTED:

Heaven Hill Distilleries, Inc.,  
Assignee

By: 

Name: Max Shapira

Title: President

**SCHEDULE 1**

<b>COUNTRY</b>	<b>MARK</b>	<b>SERIAL NO.</b>	<b>REG. NO.</b>
United States	SAVVY	78288438	3335848