

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528378

<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>
Mustache Mentors, LLC		09/20/2018	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lost County, Inc.		
<b>Street Address:</b>	15342 Hawthorne Blvd., Suite 400		
<b>City:</b>	Lawndale		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90260		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87134291		
<b>Registration Number:</b>	4546572	REBEL COAST WINERY	
<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>	734-418-4212		
<b>Email:</b>	trademark@honigman.com		
<b>Correspondent Name:</b>	Angela Alvarez Sujek		
<b>Address Line 1:</b>	Honigman LLP		
<b>Address Line 2:</b>	39400 Woodward Avenue, Suite 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304-5151		
<b>ATTORNEY DOCKET NUMBER:</b>	263288-435085		
<b>NAME OF SUBMITTER:</b>	Angela Alvarez Sujek		
<b>SIGNATURE:</b>	/angela alvarez sujek/		
<b>DATE SIGNED:</b>	06/19/2019		
<b>Total Attachments: 3</b>			
source=Assignment of Cannabis-Wine IP from Mustache Mentors to Lost County(28804842_1)(30418170_1)#page1.tif			

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source=Assignment of Cannabis-Wine IP from Mustache Mentors to Lost  
County(28804842\_1)(30418170\_1)#page2.tif

source=Assignment of Cannabis-Wine IP from Mustache Mentors to Lost  
County(28804842\_1)(30418170\_1)#page3.tif

## INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT ("**Assignment**"), is made as of September 20, 2018 by and among Mustache Mentors, Inc., a Delaware corporation and Mustache Mentors, LLC, a California limited liability company (collectively, the "**Assignor**"), and Lost County, Inc., a Delaware corporation ("**Assignee**"). Assignee and Assignor are referred to herein individually as a "**Party**" and collectively, as the "**Parties**".

WHEREAS, the Assignor wishes to assign, grant, convey and transfer the Assigned IP Rights (as defined below) to Assignee and Assignment wishes to accept such assignment, grant, conveyance and transfer of the Assigned IP Rights.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged by Assignor, the parties hereby agree as follows:

1. **IP Assignment.** Assignor hereby assigns to Assignee, and its successors, representatives and assigns, all of Assignor's right, title and interest each of (i) in the trademarks set forth on Exhibit A hereto and all other rights (including trademark rights (registered or common law)) to the Rebel Coast Winery trademark, Rebel Coast Cannabis Infused wine label and imagery, Rebel Coast Winery banner logo, the Rebel Coast Winery, WeedWine, and MarijuanaWine social media accounts (Instagram and Facebook), Rebel Coast Winery YouTube page and related domain names (including www.rebelcoast.com and www.definitelynotrebelcoast.com) (collectively, the "**Marks**"), (ii) all of the goodwill associated with and symbolized by the Marks, including any applications, registrations, renewals and extensions thereof for the Marks; all other corresponding rights at common law or otherwise that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect; (iii) all other intellectual property owned or registered to the Assignor related to cannabis infused wine; and (iv) the right to recover and take all such proceedings as may be necessary for the recovery of damages or other remedies in respect of all infringements of any of the foregoing assigned rights, whether committed before or after the date of this Assignment (the rights described in clauses (i)-(iv), collectively, the "**Intellectual Property**")

2. **Further Assurances.** Assignor, at its own expense, shall execute and deliver such further instruments of conveyance and transfer and take such additional action as Assignee may reasonably request to effect, consummate, confirm or evidence the transfer to Assignee of the Assigned IP Rights, and Assignor, at its own expense, shall execute such documents as may be reasonably necessary to assist Assignee in preserving or perfecting its rights in the Assigned IP Rights, and use its reasonable efforts to do or cause to be done all other things necessary, proper or advisable under applicable law, to carry out the provisions of this Agreement and to consummate and give full effect to the transactions contemplated by this Agreement.

3. **Acceptance.** Assignee hereby accepts the assignment of the Assigned IP Rights conveyed herein.

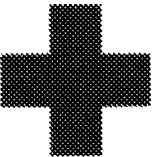

4. **Counterparts.** This Assignment may be executed in counterpart, each of which shall constitute an original and both of which, when taken together, will constitute one agreement. This Assignment may be executed by facsimile, digital or other electronic signature, which will be deemed an original.

5. **Amendment and Modification; Binding Effect.** An amendment or modification or addition to this Agreement will be valid or effective if and only if the same is in writing making specific reference to this Agreement and is signed by Assignor and Assignee, or against the Party against whom the amendment, modification or addition is sought to be enforced. No consent of any other Person shall be required for any such amendment, modification or addition. This Agreement shall be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns.

[signature page follows]

**EXHIBIT A**

**Registered Marks**

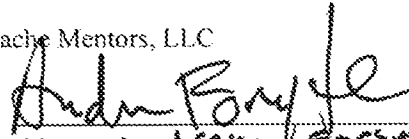
Country/Jurisdiction	Mark/Name/AN/RN	Status/Key Dates	Brief Goods/Services	Owner Information
United States (Federal)	Design Only  SN: 87134291	Allowed - Intent to Use Statement of Use - Non-Final Refusal Mailed March 9, 2018 Int'l Class: 33 First Use: March 15, 2017 Filed: August 10, 2016	(Int'l Class: 33) wine	Mustache Mentors, LLC (California Limited Liability Company) 1158 Longfellow Drive Manhattan Beach California 90266
United States (Federal)	REBEL COAST WINERY RN: 4546572 SN: 86007072	Registered June 10, 2014 Int'l Class: 33 First Use: June 10, 2013 Filed: July 10, 2013 Registered: June 10, 2014	(Int'l Class: 33) wine	Mustache Mentors, LLC (California Limited Liability Company) Attn: Mark R. Leonard, Esq. 849 Higuera St., #243 San Luis Obispo California 93401
Common Law Trademark				

INTELLECTUAL PROPERTY ASSIGNMENT

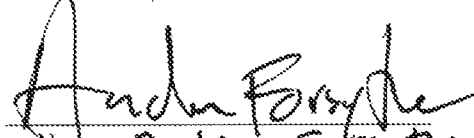
IN WITNESS WHEREOF, the parties have caused this Intellectual Property Assignment is signed effective on the date stated in the introductory clause.

**ASSIGNOR:**

Mustache Mentors, LLC

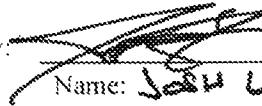
By:   
Name: Andrew Forsythe  
Title: owner / Pres.

Mustache Mentors, Inc.

By:   
Name: Andrew Forsythe  
Title: owner / Pres.

**ASSIGNEE:**

Lost County, Inc.

By:   
Name: Josh Lizotte  
Title: CHIEF Financial officer

INTELLECTUAL PROPERTY ASSIGNMENT