

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM534898

<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>
Anheuser-Busch, LLC		08/01/2019	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Boathouse Beverage LLC		
<b>Street Address:</b>	168 Imperial Avenue		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	Limited Liability Company: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5753478	BON & VIV	
<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>	3034732861		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Andrea Anderson		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	31958.0904		
<b>NAME OF SUBMITTER:</b>	Andrea Anderson		
<b>SIGNATURE:</b>	/Andrea Anderson/		
<b>DATE SIGNED:</b>	08/01/2019		
<b>Total Attachments: 1</b>			
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CH \$40.00 5753478

## TRADEMARK ASSIGNMENT

Anheuser-Busch, LLC, a Missouri limited liability company with an address of One Busch Place, St. Louis, Missouri 63118 ("Assignor"), is the owner of the following United States trademark and United States trademark registration (the "Trademark"):

Mark	U.S. Registration No.
BON & VIV	5753478

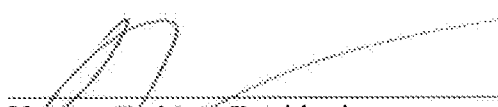
Boathouse Beverage LLC, a Connecticut limited liability company having an address of 168 Imperial Avenue, Westport, Connecticut, 06880 ("Assignee"), seeks to acquire all right, title and interest in and to the Trademark together with its goodwill.

In consideration of the above recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark together with the goodwill of the business symbolized by the trademark and all common law rights and goodwill associated with the Trademark.

This Trademark Assignment is effective as of August 1, 2019.

Executed on August 1, 2019

**ASSIGNOR**  
**ANHEUSER-BUSCH, LLC**

  
**Name:** Todd A. Davidovits  
**Title:** Assistant Secretary