

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM548984

<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>
Paul Ballard		11/11/2019	INDIVIDUAL:
New Orleans Roast, LLC		11/11/2019	Limited Liability Company:
New Orleans Brew, LLC		11/11/2019	Limited Liability Company:
Wow Cafe and Wingery Franchising Account, LLC		11/11/2019	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BB3 IP, LLC		
<b>Street Address:</b>	180 New Camellia Blvd.		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Covington		
<b>State/Country:</b>	LOUISIANA		
<b>Postal Code:</b>	70433		
<b>Entity Type:</b>	Limited Liability Company: LOUISIANA		
<b>PROPERTY NUMBERS Total: 31</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85521507	WOW CAFE · AMERICAN GRILL & WINGERY ·	
<b>Serial Number:</b>	76700533	WOWCAFE	
<b>Serial Number:</b>	85563955	WOW CAFE	
<b>Serial Number:</b>	88232203	WOW AMERICAN EATS	
<b>Serial Number:</b>	76685723	WOW CAFÉ AND WINGERY	
<b>Serial Number:</b>	76475198	WOW WORLD OF WINGS CAFE & WINGERY	
<b>Serial Number:</b>	76475194	WINGERY	
<b>Serial Number:</b>	76474061	WORLD OF WINGS	
<b>Serial Number:</b>	74577197	WOW! WHAT A PLACE!	
<b>Serial Number:</b>	86077060	NEW ORLEANS INSPIRED, GLOBALLY DESIRED	
<b>Serial Number:</b>	76693017	WOW DAT	
<b>Serial Number:</b>	76652447	ALL WINGS AREN'T CREATED EQUAL	
<b>Serial Number:</b>	76688376	SIZZLIN' SAUCE STYLE FAJITAS	
<b>Serial Number:</b>	76683502	THE POLYNESIAN	
<b>Serial Number:</b>	76679993	WOW RITA	
<b>TRADEMARK</b>			

OP \$790.00 85521507

Property Type	Number	Word Mark
Serial Number:	76679994	THE CHALMATION
Serial Number:	76679995	WOW HURRICANE
Serial Number:	76696503	PJ'S
Serial Number:	76693767	SANTA'S BLEND
Serial Number:	78927350	PJ'S COFFEE OF NEW ORLEANS
Serial Number:	78371392	PJ'S COFFEE AND WINE
Serial Number:	78371394	PJ'S COFFEE
Serial Number:	78371396	PJ'S COFFEE AND WINE BAR
Serial Number:	76440215	THE COFFEE NEW ORLEANS LOVES
Serial Number:	76707439	SOUTHERN WEDDING CAKE
Serial Number:	76707437	NEW ORLEANS ROAST
Serial Number:	86160329	PJ'S CARNIVAL BLEND
Serial Number:	76692417	
Serial Number:	87050955	PJ'S COFFEE & TEA OF NEW ORLEANS
Serial Number:	87051015	PJ'S VELVET ICE
Serial Number:	87420031	PJ'S COFFEE OF NEW ORLEANS

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 9857925776  
**Email:** melissad@ballardbrands.com  
**Correspondent Name:** Melissa DeBarbieris  
**Address Line 1:** 180 New Camellia Blvd.  
**Address Line 2:** Suite 100  
**Address Line 4:** Covington, LOUISIANA 70433

<b>NAME OF SUBMITTER:</b>	Melissa DeBarbieris
<b>SIGNATURE:</b>	/Melissa DeBarbieris/
<b>DATE SIGNED:</b>	11/11/2019

**Total Attachments: 7**  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page1.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page2.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page3.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page4.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page5.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page6.tif  
source=ASSIGNMENT OF INTELLECTUAL PROPERTY. BB3 IP#page7.tif

**ASSIGNMENT OF INTELLECTUAL PROPERTY**

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this “IP Assignment”) of November 11<sup>th</sup>, 2018, by and between BB3 IP, LLC, a Louisiana limited liability company (“Assignee”), and each Assignor listed on the signature page hereto (each, an “Assignor” and, together, the “Assignors”).

WITNESSETH:

WHEREAS, the Assignee desires to acquire from the Assignors all of Assignors’ right, title and interest in and to the Trademark applications and/or registrations as set forth in greater detail on Schedule A hereto (the “Registrations”), together with the benefit of any use of the Trademark by the Assignors, and the goodwill of the business relations to the Trademark and to the wares or services associated with it, to unto the Assignee absolutely.

NOW, THEREFORE, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

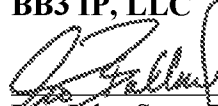
1. Each Assignor hereby irrevocably assigns, transfers, sells and conveys to the Assignee any and all of Assignor’s right, title and interest in and to the Intellectual Property and the Registrations throughout the world, together with the goodwill of the business with which the Intellectual Property and the Registrations have been and are currently being used and all rights to damages or profits arising out of infringement of such Intellectual Property and Registrations or injury to any goodwill associated with the Intellectual Property or the Registrations, and the right to sue for, recover and retain the damages or profits in the applicable Assignee’s own name.
2. This IP Assignment is and will be binding upon and inure to the benefit of Assignors, Assignees and their respective successors and assigns.
3. If any term or provision of this IP Assignment is found by a court of competent jurisdiction to be invalid, illegal or otherwise unenforceable, such invalidity, illegality or unenforceability will not affect the other terms or provisions hereof or the whole of this IP Assignment, but such term or provision will be deemed modified to the extent necessary in the court’s opinion to render such term or provision valid, legal and enforceable, and the rights and obligations of the parties will be construed and enforced accordingly, preserving to the fullest permissible extent the intent and agreements of the parties set forth herein.

*[remainder of page intentionally left blank- signature page to follow]*

IN WITNESS WHEREOF, the parties have caused this IP Assignment to be duly executed as of the date set forth above.

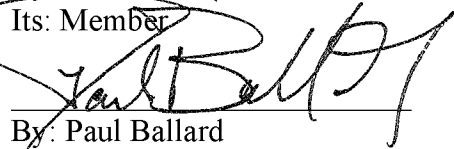
**ASSIGNEE:**

**BB3 IP, LLC**



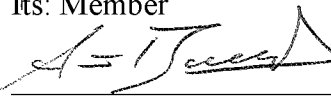
By: John Scott Ballard

Its: Member



By: Paul Ballard

Its: Member

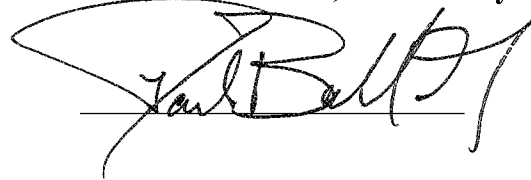


By: Steven Ballard

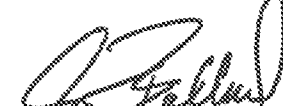
Its: Member

**ASSIGNORS:**

**PAUL BALLARD, individually**

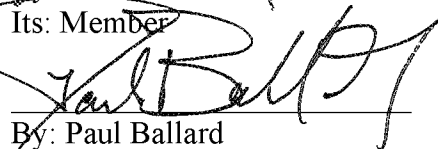


**NEW ORLEANS BREW, LLC**



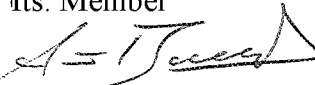
By: John Scott Ballard

Its: Member



By: Paul Ballard

Its: Member



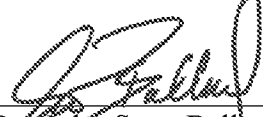
By: Steven Ballard

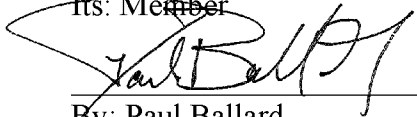
Its: Member

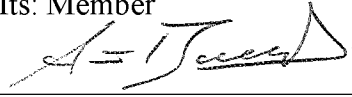
**TRADEMARK**

**REEL: 006793 FRAME: 0771**

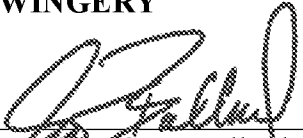
**NEW ORLEANS ROAST, LLC**


  
\_\_\_\_\_  
By: John Scott Ballard  
Its: Member

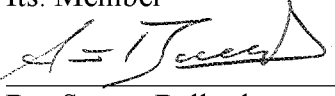
  
\_\_\_\_\_  
By: Paul Ballard  
Its: Member

  
\_\_\_\_\_  
By: Steven Ballard  
Its: Member

**WOW CAFÉ AND WINGERY  
FRANCHISING ACCOUNT, LLC  
d/b/a WOW CAFÉ AND  
WINGERY**

  
\_\_\_\_\_  
By: John Scott Ballard  
Its: Member

  
\_\_\_\_\_  
By: Paul Ballard  
Its: Member

  
\_\_\_\_\_  
By: Steven Ballard  
Its: Member


**SCHEDULE A**  
**Trademark Applications and/or Registrations**

<b>Registrant</b>	<b>Type</b>	<b>Mark</b>	<b>Serial Number</b>	<b>Registration Number</b>	<b>Registration Date</b>
Wow Café and Wingery Franchising Account, LLC	Drawing which includes words	WOW Café American Grill & Wingery	85521507	4209293	9/18/12
Wow Café and Wingery, LLC	Character Mark	WOW Café	76700533	3805178	6/22/10
Wow Café and Wingery	Drawing which includes words	WOW Café	85563955	4241242	11/13/12
Wow Café and Wingery Franchising Account, LLC	Character Mark	WOW American Eats	88232203	Pending	n/a
Wow Café and Wingery	Character Mark	WOW Café & Wingery	76685723	3465075	7/15/10
Wow Café and Wingery Franchising Account, LLC	Drawing which includes words	WOW World of Wings Café & Wingery	76475198	2816457	2/24/04
Wow Café and Wingery Franchising Account, LLC	Typeset Words	Wingery	76475194	2848926	6/1/04

Wow Café and Wingery Franchising Account, LLC	Typeset Words	World of Wings	76474061	2812468	2/10/04
Wow Café and Wingery Franchising Account, LLC	Typeset Words	WOW! What a place!	74577197	2032665	1/21/97
Wow Café and Wingery	Character Mark	New Orleans Inspired, Globally Desired	86077060	4525727	10/31/06
Wow Café and Wingery	Character Mark	WOW DAT	76693017	3776588	4/20/10
Paul Ballard	Character Mark	All wings aren't created equal	76652447	3241069	5/15/07
Wow Café and Wingery	Character Mark	Sizzlin' Sauce Style Fajitas	76688376	3559414	7/25/18
Wow Café and Wingery	Drawing which includes words	The Polynesian	76683502	3465007	7/15/08
Wow Café and Wingery	Character Mark	Wow Rita	76679993	3486811	8/19/08
Wow Café and Wingery	Character Mark	The Chalmation	76679994	3451773	6/24/08
Wow Café and Wingery	Character Mark	Wow Hurricane	76679995	3486812	8/19/08

New Orleans Roast, LLC	Character Mark	PJ's	3750970	76696503	2/23/10
New Orleans Roast, LLC	Character Mark	Santa's Blend	3641635	76693767	6/23/09
New Orleans Roast, LLC; New Orleans Brew, LLC	Character Mark	PJ's Coffee of New Orleans	3335066	78927350	11/13/07
New Orleans Roast, LLC; New Orleans Brew, LLC	Character Mark	PJ's Coffee and Wine	2925436	78371392	2/8/05
New Orleans Roast, LLC; New Orleans Brew, LLC	Character Mark	PJ's Coffee	2925437	78371394	2/8/05
New Orleans Roast, LLC; New Orleans Brew, LLC	Character Mark	PJ's Coffee and Wine Bar	2925438	78371396	2/8/05
New Orleans Roast, LLC	Typeset Words	The Coffee New Orleans Loves	2726985	76440215	6/17/03
New Orleans Roast, LLC	Character Mark	Southern Wedding Cake	4072294	76707439	12/20/11



New Orleans Roast, LLC	Drawing which includes words	New Orleans Roast	4092651	76707437	1/31/12
WOW Café & Wingery, LLC	Character Mark	PJ's Carnival Blend	4608794	86160329	9/23/14
New Orleans Roast, LLC	Drawing without any words		3641614	76692417	6/23/09
New Orleans Roast, LLC	Character Mark	PJ's Coffee & Tea of New Orleans	5127699	87050955	1/24/17
New Orleans Roast, LLC	Character Mark	PJ's Velvet Ice	5127705	87051015	1/24/17
New Orleans Roast, LLC	Drawing which includes words	PJ's Coffee	5415856	87420031	3/6/18