

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559069

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New Belgium Brewing Co., Inc.		01/06/2020	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	Studio Beverage Group, Inc.		
Street Address:	1754 2nd Street		
Internal Address:	Suite F		
City:	Napa		
State/Country:	CALIFORNIA		
Postal Code:	94559		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4773443	SNAPSHOT	
CORRESPONDENCE DATA			
Fax Number:	8453574616		
<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:	8453576800		
Email:	Mike@Zall-Law.com		
Correspondent Name:	Michael Zall		
Address Line 1:	Two Yorkshire Drive		
Address Line 4:	Suffern, NEW YORK 10901		
NAME OF SUBMITTER:	Michael E. Zall		
SIGNATURE:	/Michael E. Zall/		
DATE SIGNED:	01/27/2020		
Total Attachments: 2			
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source=Assignment#page2.tif			

OP \$40.00 4773443

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective this 1st day of January 2020, between, Studio Beverage Group, Inc. a Delaware corporation with a principal place of business located at 1754 2nd Street, Suite F, Napa, CA 94559 ("Assignee"), and New Belgium Brewing Company, Inc., a Colorado corporation with a principal place of business at 500 Linden Street, Fort Collins, CO 80524 ("Assignor").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark "SNAPSHOT", the goodwill associated with such trademark, and the registration of such trademark in the United States as identified below (the "Trademark"):

Mark	Jurisdiction	Registration No.	Registration Date
SNAPSHOT	United States	4,773,443	August 21, 2013

WHEREAS, Assignor and Assignee are parties to that certain Trademark Assignment Agreement, dated on even date herewith (the "Agreement"), pursuant to which Assignor transferred and conveyed to Assignee the Trademark including the goodwill symbolized thereby; and

WHEREAS, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties wish to create a document suitable for recordal in the U.S. Patent and Trademark Office confirming that Assignor has transferred and assigned and set over unto, all rights, title and interest of the Assignor in and to the Trademark to Assignee.

NOW, THEREFORE, THE PARTIES STATE AS FOLLOWS:

Assignor does hereby assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, and Assignee does hereby acquire from Assignor, all of Assignor's rights, title and interest in and to the Trademark (including any common law rights that exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives.

[Signature page follows.]

IN WITNESS WHEREOF, Assignor has executed this Assignment, as an Instrument under seal as of the date first written above.

New Belgium Brewing Company, Inc.

By: [Signature]

Name: Joseph J. Davis

Title: COO

STATE OF COLORADO
LARIMER COUNTY

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 6 day of January, 2020, 2019, personally appeared Joseph J. Davis to me known personally, and who, being by me duly sworn, deposes and says that he is the COO of the Assignor, and that said instrument was signed and sealed on behalf of said Assignor, and said Mr. Davis acknowledged said instrument to be the free act and deed of said corporation.

[Signature]
Notary Public
My commission expires: 11-15-2020

LEANN A ERICKSON
NOTARY PUBLIC
STATE OF COLORADO
NOTARY ID 20004030399
MY COMMISSION EXPIRES NOVEMBER 15, 2020

The foregoing Assignment of said Trademark by Assignor is hereby accepted as of this 6 day of January, 2020, 2019.

Acknowledged by:

Studio Beverage Group, Inc.

By: [Signature]

Name: [Signature]

Title: Operation Manager