

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM563769

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Authentic Beverages Company, Inc.		02/20/2020	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Clement Moore		
Street Address:	1103 Live Oak Ridge		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78746		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88250409	AGAVE MARIA	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7075264200		
Email:	jdawson@cmprlaw.com		
Correspondent Name:	John B. Dawson		
Address Line 1:	100 B Street, Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401		
NAME OF SUBMITTER:	John B. Dawson		
SIGNATURE:	/John B. Dawson/		
DATE SIGNED:	02/25/2020		
Total Attachments: 2			
source=AGAVE MARIA Class 33 Trademark Purchase Agreement executed 2-24-20#page6.tif			
source=AGAVE MARIA Class 33 Trademark Purchase Agreement executed 2-24-20#page7.tif			

OP \$40.00 88250409

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of February 20, 2020 (the "Effective Date"), by and between Authentic Beverages Company, Inc., a Texas corporation ("Assignor"), and Clement Moore, an individual ("Assignee"). Assignor and Assignee are sometimes collectively referred to herein as the "Parties."

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the name and trademark AGAVE MARIA for distilled spirits, as well as the intent-to-use U.S. Patent and Trademark Office ("USPTO") application for the trademark AGAVE MARIA in International Class 033 for "Distilled spirits" (U.S. Ser. No. 88-250,409), as well as the application pending in Mexico for the trademark AGAVE MARIA in Class 33 for "Bebidas alcoholicas excepto cervezas" (Instituto Mexicano de la Propiedad Industrial Application No. 2146992 or any assigned subsequent Application No.) (all of the aforementioned, collectively, the "Trademark"), and is the sole and exclusive owner of the business goodwill related to the Trademark and symbolized thereby; and

WHEREAS, Assignee desires to acquire from Assignor all of its rights, title, and interest in the Trademark and all business goodwill related therewith.

NOW, THEREFORE, incorporating the Recitals, and in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Assignor hereby irrevocably sells, assigns, grants, conveys, and transfers to Assignee, as of the Effective Date, all of Assignor's rights, title, and interest in and to the Trademark as part of the entire business or portion thereof to which the Trademark pertains as required by Section 10 of the Trademark Act (15 U.S.C. § 1060), together with the goodwill of the Assignor's business connected with the use of and symbolized by the Trademark, and including without limitation, the above-referenced applications and all such rights with respect to the Trademark, all common law rights, trade name rights, and rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, conventions and otherwise throughout the world, and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademark or injury to said goodwill, together with the right to sue and recover the same in the name of Assignor.

2. The terms of this Assignment shall bind and inure to the benefit of the Parties hereto and their respective heirs, legal representatives, successors and assigns.

3. The Parties hereby agree to do the following: execute such other documents and perform such other acts as may be necessary or desirable to carry out the purposes of this Assignment. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. The recitals set forth above are expressly incorporated herein and made a part hereof.

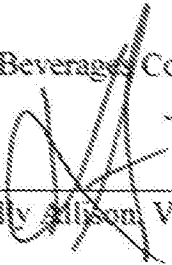
(Signatures on following page)

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

ASSIGNOR

Authentic Beverages Company, Inc.

By:



Kelly Allison, Vice President

ASSIGNEE

Clement Moore



Clement Moore