

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566875

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hop Review, LLC		03/12/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Hop Culture, LLC		
Street Address:	6948 Thomas Boulevard		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15208		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5490646	THE HOP REVIEW	
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:	3127280426		
Email:	jackmuldowney@gmail.com		
Correspondent Name:	John Muldowney		
Address Line 1:	325 N. Hoyne Unit C404		
Address Line 4:	Chicago, ILLINOIS 60612		
NAME OF SUBMITTER:	John Muldowney		
SIGNATURE:	/John Muldowney/		
DATE SIGNED:	03/12/2020		
Total Attachments: 4			
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source=THRxC_HC_TrademarkTransferAgreement_031220#page2.tif			
source=THRxC_HC_TrademarkTransferAgreement_031220#page3.tif			
source=TheHopReview_USPTO_RegTM#page1.tif			

OP \$40.00 5490646



Trademark Transfer Agreement for 'The Hop Review'

PRESENTED TO

KENNETH GOULD
Hop Culture

Terms of Sale

This Trademark Transfer Agreement is made as of the 12th day of March, 2020, between The Hop Review, LLC, having its principal place of business at 325 N. Hoyne Avenue #C404 Chicago, Illinois 60612 ("THR") and Hop Culture LLC, having its principal place of business at 6948 Thomas Boulevard, Pittsburgh, PA 15208 ("Hop Culture"). The purpose of this agreement is to outline the terms of the Trademark Transfer Agreement from The Hop Review (Current Owner) to the new owner, Hop Culture.

Mark

The identification mark at stake ("THE HOP REVIEW"), is **Registered Trademark No. 5,490,646**, which was recognized by the United States Patent and Trademark Office on June 12, 2018. (Serial Number 87-650,656; Filed 10-18-2017).

It is an Intl. Class 41 Service Mark: Providing online non-downloadable journals in the field of the craft beer industry.

First Use provided: 3-10-2011; In Commerce: 6-25-2016.

The Mark consists of standard characters without any claim to any particular font style, size or color. No claim is made to the exclusive right to use the following apart from the mark shown: "REVIEW".

Representation that the current owner, The Hop Review, LLC holds all the rights to the design is proven in the accompanying document, "TheHopReview_USPTO_RegTM.pdf"

Agreement

The Hop Review, LLC agrees to hand over Trademark Reg. No. 5,490,646 in its entirety to its new owners, Hop Culture, LLC, under the deal and price agreed upon within the previous sale of the company, "The Hop Review", to Hop Culture LLC for a price of \$12,500.00.

The effective date of the transfer is March 12, 2020.

Assignment of the goodwill associated with the design is hereby accounted for, to the new owner, Hop Culture, LLC.

The impact of the agreement on any prior agreements between the parties, such as licensing agreements, is inapplicable in the case of The Hop Review.

This Agreement is being signed by representatives from The Hop Review and Hop Culture:

THE HOP REVIEW
John Muldowney

HOP CULTURE
Kenneth Gould

By 

Title: Co-Founder

Date: March 12, 2020

By _____

Title: CEO

Date: March 12, 2020

United States of America

United States Patent and Trademark Office

THE HOP REVIEW

Reg. No. 5,490,646

Registered Jun. 12, 2018

Int. Cl.: 41

Service Mark

Principal Register

The Hop Review, LLC (ILLINOIS LIMITED LIABILITY COMPANY)
3657 N. Damen Avenue #2
Chicago, ILLINOIS 60618

CLASS 41: Providing online non-downloadable journals in the field of the craft beer industry

FIRST USE 3-10-2011; IN COMMERCE 6-25-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:
"REVIEW"

SER. NO. 87-650,656, FILED 10-18-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office