CH \$740.00 190754;

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM570960

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Margaritaville Enterprises, LLC		03/01/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Margaritaville Holdings LLC		
Street Address:	256 Worth Ave., Suite Q-R		
City:	Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33480		
Entity Type:	Limited Liability Company: DELAWARE		

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark			
Registration Number:	1907542	MARGARITAVILLE			
Registration Number:	2284131	MARGARITAVILLE			
Registration Number:	3617518	ISLAND LIME			
Registration Number:	3596537	LAST MANGO			
Registration Number:	3641188	CALYPSO COCONUT			
Registration Number:	3641189	TROPICAL TANGERINE			
Registration Number:	3424713	LANDSHARK			
Registration Number:	3700678	FINS UP!			
Registration Number:	3423495	LANDSHARK LAGER			
Registration Number:	3301624				
Registration Number:	4035245	PARADISE PASSION FRUIT			
Registration Number:	4250332	MARGARITAVILLE			
Registration Number:	3524907	FINS UP			
Registration Number:	4187088	ESCAPE YOUR WORLD, RELAX IN OURS			
Registration Number:	3723752	MARGARITAVILLE			
Registration Number:	3769246	MARGARITAVILLE			
Registration Number:	4518045	MARGARITAVILLE			
Serial Number:	87156792	MARGARITAVILLE			
		TRADEMARK			

900544003 REEL: 006910 FRAME: 0480

I RADEMARK

Property Type	Number	Word Mark			
Serial Number:	87607090	ST. SOMEWHERE			
Serial Number:	87607125	MARGARITAVILLE			
Serial Number:	88015517	LATITUDES			
Serial Number:	88015528	LATITUDES			
Serial Number:	88015532	CHANGES IN LATITUDE			
Serial Number:	88015611	CHANGES IN LATITUDE			
Serial Number:	88308794	PLAY 9			
Serial Number:	88308862	ISLAND RESERVE			
Serial Number:	88438209	MARGARITAVILLE			
Serial Number:	88515203	SON OF A SAILOR			
Serial Number:	88517145	LANDSHARK			

CORRESPONDENCE DATA

Fax Number: 6785534779

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: 678-553-4778

Email: atltrademark@gtlaw.com

Correspondent Name: Joel R. Feldman

Address Line 1: 3333 Piedmont Road NE, Suite 2500

Address Line 2: Greenberg Traurig, LLP
Address Line 4: Atlanta, GEORGIA 30305

ATTORNEY DOCKET NUMBER:	101885.022800
NAME OF SUBMITTER:	Jamie N. Shipp
SIGNATURE:	/Jamie N Shipp/
DATE SIGNED:	04/08/2020

Total Attachments: 4

source=Assignment No 1 Marg Enterprise to Marg Holdings#page1.tif source=Assignment No 1 Marg Enterprise to Marg Holdings#page2.tif source=Assignment No 1 Marg Enterprise to Marg Holdings#page3.tif source=Assignment No 1 Marg Enterprise to Marg Holdings#page4.tif

TRADEMARK REEL: 006910 FRAME: 0481

EXHIBIT B

Short-Form U.S. Trademark Assignment

WHEREAS, Margaritaville Enterprises, LLC, a Delaware limited liability company having a mailing address at 256 Worth Avenue, Suite Q-R, Palm Beach, Florida 33480 ("Assignor"), is the owner of the United States trademark applications and registrations listed in the attached Schedule B-1 hereof, which is incorporated herein by reference (collectively, the "Marks"); and

WHEREAS, Margaritaville Holdings LLC, a Delaware limited liability company having a mailing address of 256 Worth Avenue. Suite Q-R, Palm Beach, Florida 33480 ("Assignee"), the owner of an ongoing and existing business and successor as of the Effective Date (hereafter defined) of the business of the Assignor to which the Marks pertain, is desirous of acquiring all of Assignor's worldwide right, title and interest in and to the Marks, including the registrations and applications for registration therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized thereby, along with the right to pursue claims and recover damages and profits for past infringements thereof;

WHEREAS as of March 1, 2020 Assignor and Assignee have entered into INTELLECTUAL PROPERTY ASSIGNMENT FROM MARGARITAVILLE ENTERPRISES. LLC TO MARGARITAVILE HOLDINGS LLC ("IP Assignment");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby confirm, as of the Effective Date, the, assignment, transfer, conveyance and delivery (and agreement further to assign, transfer, convey and deliver) unto Assignee, pursuant to the IP Assignment, of all worldwide right, title and interest in and to the Marks, including all registrations and applications for registration therefor and any common law rights therein in the United States and throughout the world, together with the goodwill of the business in connection with which the Marks are used and which is symbolized thereby, along with the right to pursue all claims and recover all damages and profits for past infringements thereof and all other related causes of action in connection therewith.

Assignor agrees to execute and deliver at the request of the Assignce, all papers, instruments, and assignments reasonably necessary to vest all of Assignor's right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

TRADEMARK

REEL: 006910 FRAME: 0482

The terms of this U.S. Trademark Assignment are expressly made subject to and are governed by the IP Assignment. In the event of a conflict between the terms of this U.S. Trademark Assignment and the IP Assignment, the IP Assignment shall control.

MARGARITAVILLE ENTERPRISES, LLC

By:	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	# <i>I</i>	
John	Cohlan		_
CEO	& Presid	dent	

Dated:

ACCEPTED:

MARGARITAVILLE HOLDINGS LLC

John Cohlan CEO & President

TRADEMARK

REEL: 006910 FRAME: 0483

SCHEDULE B-1

The Marks

Mark	Serial No.	Reg. No.	<u>Int'l</u> Class	Description
MARGARITAVILLE	74/446,314	1,907,542	33	Prepared alcoholic cocktails.
MARGARITAVILLE	75/571,395	2,284,131	33	Tequila.
ISLAND LIME	78/542,210	3,617,518	33	Tequila.
LAST MANGO	78/544,936	3,596,537	33	Tequila, prepared alcoholic cocktails.
CALYPSO COCONUT	78/542,202	3,641,188	33	Tequila.
TROPICAL TANGERINE	78/542,434	3,641,189	33	Tequila.
LANDSHARK	78/943,015	3,424,713	32	Beer.
FINS UP!	77/152,814	3,700,678	32	Beer.
LANDSHARK LAGER	77/028,808	3,423,495	32	Beer.
DESIGN (FIN ISLAND)	77/167,589	3,301,624	32	Beer,
PARADISE PASSION FRUIT	77/296,953	4,035,245	33	Tequila.
MARGARITAVILLE	77/512,743	4,250,332	33	Tequila, rum, liqueur, and prepared alcoholic cocktails.
FINS UP	77/143,389	3,524,907	32	Beer.
ESCAPE YOUR WORLD, RELAX IN OURS	77/646,344	4,187,088	33	Rum, tequila and prepared alcoholic cocktails.
MARGARITAVILLE	77/978,121	3,723,752	33	Rum.
MARGARITAVILLE	77/978,621	3,769,246	32	Beer,

TRADEMARK REEL: 006910 FRAME: 0484

Mark	Serial No.	Reg. No.	Int'l Class	Description
MARGARITAVILLE	85/171,855	4,518,045	33	Distilled liquors and alcoholic punches.
MARGARITAVILLE	87/156,792		33	Wine-based drinks.
ST. SOMEWHERE	87/607,090		33	Wine.
MARGARITAVILLE	87/607,125		33	Wine,
LATITUDES	88/015,517		33	Wine.
LATITUDES	88/015,528		33	Distilled blue agave liquor; Spirits.
CHANGES IN LATITUDE	88/015,532		33	Distilled blue agave liquor; Spirits.
CHANGES IN LATITUDE	88/015,611		33	Wine.
PLAY 9	88/308,794		33	Alcoholic beverage produced from a brewed malt base with natural flavors.
ISLAND RESERVE	88/308,862		33	Distilled agave liquor; Rum; Spirits.
MARGARITAVILLE	88/438,209		33	Alcoholic beverage produced from a brewed malt base with natural flavors; alcoholic malt coolers; flavored brewed malt beverage.
SON OF A SAILOR	88/515,203		33	Wine, table wine, sparkling wine, fortified wine; wine-based cocktails, wine coolers.
LANDSHARK	88/517,145		33	Alcoholic beverage produced from a brewed malt base with natural flavors; alcoholic malt coolers; flavored brewed malt beverage.

TRADEMARK REEL: 006910 FRAME: 0485

RECORDED: 04/08/2020