

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM570964

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

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

RECEIVING PARTY DATA

Name:	JB Beta Inc.
Street Address:	1880 Century Park East, Suite 1600
Internal Address:	Gelfand, Rennert & Feldman, c/o Rick Mozenter
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90067
Entity Type:	Corporation: DELAWARE
Name:	L'Acquisition, Inc.
Street Address:	256 Worth Ave., Suite Q-R
City:	Palm Beach
State/Country:	FLORIDA
Postal Code:	33480
Entity Type:	Corporation: DELAWARE
Name:	Donna K. Smith
Street Address:	1801 California Street, Suite 4400
Internal Address:	c/o Raymond Sutton, Baker Hostetler
City:	Denver
State/Country:	COLORADO
Postal Code:	80202-2662
Entity Type:	INDIVIDUAL: UNITED STATES
Name:	Michael Utley
Street Address:	802 Venezia Avenue
City:	Venice
State/Country:	CALIFORNIA
Postal Code:	90291
Entity Type:	INDIVIDUAL: UNITED STATES

CH \$740.00 1907542

Name:	Rennert Living Trust
Street Address:	1880 Century Park East, Suite 1600
Internal Address:	Gelfand, Rennert & Feldman c/o Rick Mozenter
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90067
Entity Type:	Trust: CALIFORNIA
Composed Of:	<ul style="list-style-type: none"> • Ellen Rennert, UNITED STATES, INDIVIDUAL
Name:	Howard Kaufman Living Trust
Street Address:	1925 Century Park East, Suite 400
Internal Address:	c/o Elizabeth Bawden, Withers Bergman LLP
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90067
Entity Type:	Trust: CALIFORNIA
Composed Of:	<ul style="list-style-type: none"> • Michael Augustine, UNITED STATES, INDIVIDUAL
Name:	John Cohan
Street Address:	256 Worth Ave., Suite Q-R
City:	Palm Beach
State/Country:	FLORIDA
Postal Code:	33480
Entity Type:	INDIVIDUAL: UNITED STATES
Name:	RPII Volcano LP
Street Address:	810 Seventh Avenue, 39th Floor
Internal Address:	c/o The Raine Group
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	Limited Partnership: DELAWARE
Name:	Raine M. Volcano Co-Invest SPV LP
Street Address:	810 Seventh Avenue, 39th Floor
Internal Address:	c/o The Raine Group
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	Limited Partnership: DELAWARE
Name:	Raine Volcano Co-Invest LLC
Street Address:	810 Seventh Avenue, 39th Floor

Internal Address:	c/o The Raine Group
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
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
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:	101885.02280
--------------------------------	--------------

NAME OF SUBMITTER:	Jamie N. Shipp
---------------------------	----------------

SIGNATURE:	/Jamie N Shipp/
-------------------	-----------------

DATE SIGNED:	04/08/2020
---------------------	------------

Total Attachments: 12

source=Assignment No 2 Marg Holdings to Trustees #page1.tif
source=Assignment No 2 Marg Holdings to Trustees #page2.tif
source=Assignment No 2 Marg Holdings to Trustees #page3.tif
source=Assignment No 2 Marg Holdings to Trustees #page4.tif
source=Assignment No 2 Marg Holdings to Trustees #page5.tif
source=Assignment No 2 Marg Holdings to Trustees #page6.tif
source=Assignment No 2 Marg Holdings to Trustees #page7.tif
source=Assignment No 2 Marg Holdings to Trustees #page8.tif
source=Assignment No 2 Marg Holdings to Trustees #page9.tif
source=Assignment No 2 Marg Holdings to Trustees #page10.tif
source=Assignment No 2 Marg Holdings to Trustees #page11.tif
source=Assignment No 2 Marg Holdings to Trustees #page12.tif

EXHIBIT B

Short-Form U.S. Trademark Assignment

WHEREAS, Margaritaville Holdings 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, the owners of Assignor, consisting of JB BETA INC., a Delaware corporation; L'ACQUISITION, INC., a Delaware corporation; DONNA K. SMITH, an individual resident of the State of Florida; MICHAEL UTLEY, an individual resident of the State of Florida; RENNERT LIVING TRUST, DATED APRIL 10, 1997, ELLEN RENNERT, TRUSTEE, a trust created in accordance with the laws of the State of California; HOWARD KAUFMAN LIVING TRUST DATED NOVEMBER 2, 2001, MICHAEL AUGUSTINE, TRUSTEE, a trust created in accordance with the laws of the State of California; JOHN COHLAN, an individual resident of the State of Florida; RPII VOLCANO LP, a Delaware limited partnership; RAINE M VOLCANO CO-INVEST SPV LP, a Delaware limited partnership; and RAINE VOLCANO CO-INVEST LLC, a Delaware limited liability company (collectively, "Assignee"), joint owners 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;

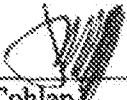
WHEREAS as of March 1, 2020 Assignor and Assignee have entered into INTELLECTUAL PROPERTY ASSIGNMENT FROM MARGARITAVILLE HOLDINGS LLC TO THE OWNERS OF MARGARITAVILE HOLDINGS LLC ("IP Assignment");

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 Assignee, 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.

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 HOLDINGS LLC

By: 
John Cohan
CEO & President
Dated: _____

[Assignee signatures appear on the following pages.]

ACCEPTED:

ASSIGNEE:

JB BETA INC.

By: _____



Name: JAMES BUFFETT

Title:

TRADEMARK

REEL: 006910 FRAME: 0503

ASSIGNEE:

L'ACQUISITION, INC.

By: 

Name: JOHN CONLAN

Title: CEO

TRADEMARK

REEL: 006910 FRAME: 0504

ASSIGNEE:

DONNA K. SMITH

By: Donna K Smith

TRADEMARK

REEL: 006910 FRAME: 0505

ASSIGNEE:

MICHAEL UTLEY

By: _____

A handwritten signature in black ink, appearing to read "M Utley", is written over a horizontal line. The signature is stylized and cursive.

TRADEMARK

REEL: 006910 FRAME: 0506

ASSIGNEE:

Ellen Rennert

By: _____

ELLEN RENNERT, TRUSTEE

RENNERT LIVING TRUST, DATED APRIL 10,

1997

TRADEMARK

REEL: 006910 FRAME: 0507

ASSIGNEE:

By Michael R. Augustine
MICHAEL AUGUSTINE, TRUSTEE
HOWARD KAUFMAN LIVING TRUST
DATED NOVEMBER 2, 2001

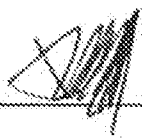
TRADEMARK

REEL: 006910 FRAME: 0508

ASSIGNEE:

JOHN COHLAN

By: _____

A handwritten signature in dark ink, appearing to read "John Cohan", is written over a horizontal line. The signature is somewhat stylized and overlaps the line.

TRADEMARK

REEL: 006910 FRAME: 0509

ASSIGNEE:

RPH VOLCANO LP

By: Raine Associates II AIV LP, its general partner

By: Raine Management LLC, its general partner

By: _____

Name: *Alfred Chonare*

Title: *Vice President*

ASSIGNEE:

RAINE VOLCANO CO-INVEST LLC

By: _____

Name: *Alfred Chonare*

Title: *Vice President*

ASSIGNEE:

RAINE M VOLCANO CO-INVEST SPV LP

By: Raine Associates II AIV LP, its general partner

By: Raine Management LLC, its general partner

By: _____

Name: *Alfred Chonare*

Title: *Vice President*

SCHEDULE B-1

The Marks

<u>Mark</u>	<u>Serial No.</u>	<u>Reg. No.</u>	<u>Int'l Class</u>	<u>Description</u>
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.

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.