

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM587143

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DIAGEO NORTH AMERICA, INC.		02/26/2020	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	QUAKER CITY MERCANTILE, INC.		
Street Address:	114-120 S. 13th Street		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19107		
Entity Type:	Corporation: PENNSYLVANIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	87888515	QUAKER CITY SHRUBS	
Serial Number:	87831968	QUAKER CITY SHRUBS	
Registration Number:	5088635	LEMON SHRUB	
Registration Number:	5083644	QUAKER CITY MALTING CO.	
Registration Number:	5073920	QC MALT	
Registration Number:	5082620	QC MALT	
CORRESPONDENCE DATA			
Fax Number:	2158325767		
<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:	2155695767		
Email:	perry@blankrome.com		
Correspondent Name:	David M. Perry		
Address Line 1:	Blank Rome LLP, One Logan Square		
Address Line 2:	8th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	David M. Perry		
SIGNATURE:	/David M. Perry/		
DATE SIGNED:	07/17/2020		

OP \$165.00 87888515

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** is entered into and effective as of February 26, 2020, by and between DIAGEO NORTH AMERICA, INC., a Connecticut corporation having its principal place of business at Three World Trade Center, New York, NY 10007 (“DNA”) (“Assignor”) and QUAKER CITY MERCANTILE, INC., a Pennsylvania corporation having its principal place of business at 114-120 S. 13th Street, Philadelphia, PA 19107 (“QCM”) (“Assignee”).

WHEREAS, pursuant to the Brand Asset Transfer Agreement effective February 26, 2020, by and between DNA, DIAGEO BEER COMPANY USA, a Delaware corporation having its principal place of business at Three World Trade Center, New York, NY 10007, and QCM (“Agreement”), Assignor is the owner of all right, title, and interest in and to the trademarks and applications and registrations therefor listed in Schedule A together with the goodwill of the business associated with and symbolized by said trademarks (the “Trademarks”); and

WHEREAS, pursuant to the Agreement, Assignor wishes to confirm the assignment to Assignee, and Assignee wishes to confirm the acquisition from Assignor, all of Assignor’s right, title, and interest in and to said Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor does hereby confirm that it assigns, sells and transfers to Assignee, its successors and assigns, all of its right, title and interest throughout the world in and to the Trademarks, together with the goodwill of the business symbolized thereby, and any and all registrations or applications therefor throughout the world.

IN WITNESS WHEREOF, Assignor and Assignee hereto have through their duly authorized representatives affixed their signatures below.

DIAGEO NORTH AMERICA, INC.

By: *Cherise Chamberlain*

Name: Cherise Chamberlain

Title: Assistant Secretary



QUAKER CITY MERCANTILE, INC.

By: *Rona Harman*

Name: Rona Harman

Title: President

Schedule A

Mark	Registrant	Country	Status	Reg. No. (App. No.)	Reg. Date (App. Date)
	DNA	United States	Application	(87888515)	(Apr. 23, 2018)
QUAKER CITY SHRUBS	DNA	United States	Application	(87831968)	(Mar. 13, 2018)
LEMON SHRUB	DNA	United States	Registered	5088635	Nov. 22, 2016
QUAKER CITY MALTING CO.	DNA	United States	Registered	5083644	Nov. 15, 2016
	DNA	United States	Registered	5073920	Nov. 1, 2016
QC MALT	DNA	United States	Registered	5082620	Nov. 15, 2016
QC MALT	DNA	European Union	Registered	013436481	Mar. 18, 2015