

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM598031

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GB Acquisition, Inc.		06/01/2020	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	Craft Brewery Group LLC		
Street Address:	3011 Armory Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37204		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	3866469	CHATTANOOGA STEAMER	
Registration Number:	2461160		
Registration Number:	2220305	GB	
Registration Number:	3981450	GB TAVERN	
Registration Number:	2539038	GORDON BIRSCH	
Registration Number:	2467263	GORDON BIRSCH BREWERY RESTAURANT	
Registration Number:	2129056	GORDON BIRSCH GARLIC FRIES	
Registration Number:	2577139	MAIBOCK EINBECKER STYLE LAGER GORDON BIE	
Registration Number:	3192954		
Registration Number:	2791007		
Registration Number:	3866666	NASHVILLE STEAMER	
CORRESPONDENCE DATA			
Fax Number:	2027782201		
<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:	202-955-1500		
Email:	TMDocketDC@HuntonAK.com		
Correspondent Name:	Erik C. Kane - Hunton Andrews Kurth LLP		
Address Line 1:	2200 Pennsylvania Avenue, NW		
Address Line 2:	Suite 900		

CH \$290.00 3866469

TRADEMARK

Address Line 4: Washington, D.C. 20037

ATTORNEY DOCKET NUMBER: 076787.0000226

NAME OF SUBMITTER: Erik C. Kane

SIGNATURE: /Erik Kane/

DATE SIGNED: 09/16/2020

Total Attachments: 9

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DEED OF ASSIGNMENT

This Assignment is effective as of June 1, 2020 by **GB ACQUISITION, INC.**, a Tennessee corporation with an address at 8001 Arista Place, Broomfield, CO 80021 (“Assignor”), to and in favor of **CRAFT BREWERY GROUP LLC**, a company organized and existing under the laws of Delaware with offices at 3011 Armory Drive Nashville, TN 37204 (“Assignee”).

WHEREAS, Assignor is the owner of all right, title and interest in and to the copyrights, trademarks, trade dress and trade names listed in attached Schedule “A” as well as the goodwill appurtenant thereto and certain applications and registrations relating thereto (“Trademarks”);

WHEREAS, pursuant to the terms of that Asset Purchase Agreement (the “APA”), dated as of May 4, 2020, among Assignor, DBFLF CFTWE Holdings L.P., and the other parties thereto, Assignor represents and warrants that it has all necessary title and right to grant the assignment and rights transferred hereunder, free and clear of all Liens (other than Permitted Liens and any Liens included in the Assumed Liabilities as defined in the APA); and

WHEREAS, Assignee wishes to acquire from Assignor all right, title and interest in and to the Trademarks in conjunction with a separate Asset Purchase Agreement governing Assignee’s acquisition of the entirety of Assignor’s business pertaining to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, and the foregoing recitals forming a part hereof as though set out hereinbelow, Assignor hereby irrevocably assigns, sells, transfers, conveys, and grants to Assignee, in perpetuity, all of Assignor’s rights, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks including, without limitation, all common law rights in and to the Trademarks where ever located throughout the world; any registrations or applications for the Trademarks which may subsist; and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements, unfair competition, or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made. To the extent that this assignment includes a pending application(s) to register marks under section 1(b) of the Trademark Act (15 U.S.C. §1051(b)), Assignor and Assignee acknowledge that such assignment is an assignment to a successor to the business of the applicant, or portion thereof, to which the marks pertain, and that such business is ongoing and existing.

Assignor binds itself, as well as its successors, heirs, assigns and legal representatives to execute and deliver to Assignee, its successors and assigns, any further documents or instruments and do any and all further acts that may be deemed necessary by Assignee, its successors and assigns, to perfect the title herein conveyed, or intended so to be, and to enable such title to be recorded with any appropriate government agencies.

The governing law of this Assignment shall be that of Delaware and all parties hereto hereby submit to the exclusive jurisdiction of the United States Bankruptcy Court for the District of Delaware. If that court is unwilling or unable to hear such dispute then the federal or state courts located in New Castle County, Delaware shall have exclusive jurisdiction over such dispute. To the extent of any inconsistency between this Assignment and the APA, the APA shall control and prevail.

The undersigned individuals represent and warrant that each has the authority to act on behalf of and bind the party for which they are signing.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the date hereof.

Dated: June 1, 2020

GB ACQUISITION, INC. Assignor

By: _____

Name: Mark A. Smith

Title: Authorized Signatory

CRAFT BREWERY GROUP LLC, Assignee

By: _____

Name: Morgan J. McClure

Title: President

[Deed of Assignment -- GB Acquisition, Inc.]

TRADEMARK
REEL: 007054 FRAME: 0026

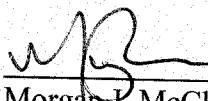
IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the date hereof.

Dated: June 1, 2020

GB ACQUISITION, INC. Assignor

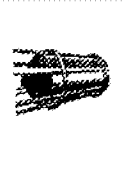

By: _____
Name: Mark A. Smith
Title: Authorized Signatory

CRAFT BREWERY GROUP LLC, Assignee




By:  _____
Name: Morgan J. McClure
Title: President


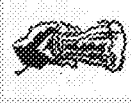




SCHEDULE "A"


Trademarks and Trade Dress

Country	Mark	Design	Reg #	Goods/Services Description	Status
USA	CHATTANOOGA STEAMER	Words Only	3866469	IC 32: Beer	Active
USA	Design Element		2461160	IC 42: Restaurant and catering services excluding concession services provided in stands, booths, bars and kiosks in sports arenas, coliseums, ski resorts, universities, airports, public parks and zoos	Active
USA	GB & Design (Barley)		2220305	IC 42: Restaurant and catering services * not including concession services *	Active
USA	GB TAVERN	Words Only	3981450	IC 43: Restaurant and catering services, excluding concession services provided in stands, booths, bars and kiosks in sports arenas, stadiums, coliseums, ski resorts, universities, airports, public parks and zoos; carry-out restaurants	Active
USA	GORDON BIERSGH	Words Only	2539038	IC 21: Beverage glassware for sale in restaurants IC 25: Wearing apparel, namely t-shirts, sweatshirts, hats, and baseball caps, for sale in restaurants IC 42: Restaurant and catering services, excluding concession services provided in stands, booths, bars and kiosks in sports arenas, stadiums, coliseums, ski resorts, universities, airports public parks and zoos	Active

Country	Mark	Design	Reg #	Goods/Services Description	Status
USA	GORDON BIERSCHE BREWERY RESTAURANT	Words Only	2467263	IC 42: Restaurant and catering services excluding concession services provided in stands, booths, bars, and kiosks in sports arenas, stadiums, coliseums, ski resorts, universities, airports, public parks and zoos	Active
USA	GORDON BIERSCHE GARLIC FRIES	Words Only	21229056	IC 29: Deep fried potatoes	Active
USA	MAIBOCK EINBECKER STYLE LAGER GORDON BIERSCHE BREWING COMPANY & Design		2577139	IC 42: Restaurant and catering services, excluding concession services provided in stands, booths, bars and kiosks in sports arenas, stadiums, coliseums, ski resorts, universities, airports, public parks and zoos	Active
USA	Miscellaneous Design (Beer in Hand)		3192954	IC 32: Beer and ale	Active
USA	Miscellaneous Design (Beer and Hand)		2791007	IC 43: Restaurant and catering services, excluding concession services	Active
USA	NASHVILLE STEAMER	Words Only	38666666	IC 32: Beer	Lapsed 2017
Taiwan	GB & Design		1354838	Registration Date: 16 MAR 2009 IC 43: Restaurant, bar and catering services	Active
Taiwan	Design Mark		1320113	Registration Date: 16 JUL 2008 IC 43: Restaurant, bar and catering services	Active

Country	Mark	Design	Reg #	Goods/Services Description	Status
Taiwan	GORDON BIERSCHE	Words Only	1982786	Registration Date: 16 APR 2019 IC 43: Restaurant, bar and catering services (Re-filing of Expired Reg. No. 1291316)	Active
Taiwan	GORDON BIERSCHE GARLIC FRIES	Words Only	1319133	Registration Date: 16 JUL 2008 IC 29: French fries, fried potato flakes, fried potato crisps, fried potato chips	Active
Madrid System (no granted designations)	GORDON BIERSCHE	Words Only	1281810	Registration 15 JUL 2015 IC 43: Restaurant and catering services	Active
Madrid System (with granted designation to South Korea)	GORDON BIERSCHE	Words Only	1281810A	Registration 15 JUL 2015 IC 43: Restaurant and catering services	Active
Hong Kong	GORDON BIERSCHE	Words Only	301236861	Registration Date: 11 NOV 2008 IC 43: Restaurant, bar and catering services	Active
Hong Kong	GB & Design		301236870	Registration Date: 11 NOV 2008 IC 43: Restaurant, bar and catering services	Lapsed 2018
Hong Kong	Design Mark		301236889	Registration Date: 11 NOV 2008 IC 43: Restaurant, bar and catering services	Lapsed 2018
Hong Kong	GORDON BIERSCHE GARLIC FRIES	Words Only	301236898	Registration Date: 11 NOV 2008 IC 29: Deep fried potatoes	Lapsed 2018
China	Design Mark		6315403	Registration Date: 28 MAR 2010 IC 43: Restaurant, bar and catering services	Active

Country	Mark	Design	Reg #	Goods/Services Description	Status
China	GB & Design		6315385	Registration Date: 28 MAR 2010 IC 43: Restaurant, bar and catering services	Active
China	GORDON BIERSCCH	Words Only	6315384	Registration Date: 28 MAR 2010 IC 43: Restaurant, bar and catering services	Active
China	GORDON BIERSCCH GARLIC FRIES	Words Only	6315554	Registration Date: 07 OCT 2009 IC 29: Fried potatoes	Active
Canada	Design Mark		TMA578290	Registration Date: 26 MAR 2003 IC 43: Restaurant and catering services, excluding concession services	Lapsed 2018
Canada	WIESENHELLES & Design		TMA581078	Registration Date: 08 MAY 2003 IC 43: Restaurant and catering services, excluding concession services	Lapsed 2018
Canada	GB & Design		TMA577809	Registration Date: 20 MAR 2003 IC 43: Restaurant and catering services	Lapsed 2018
Canada	Design Mark		TMA577952	Registration Date: 24 MAR 2003 IC 43: Restaurant and catering services, excluding concession services	Lapsed 2018
Canada	MAIBOCK EINBECKER STYLE LAGER GORDON BIERSCCH BREWING COMPANY & Design		TMA582470	Registration Date: 27 MAY 2003 IC 43: Restaurant and catering services, excluding concession services	Lapsed 2018

Country	Mark	Design	Reg #	Goods/Services Description	Status
Canada	HEFE WEIZEN CLASSIC SUMMER BEER & Design		TM616600	Registration Date: 11 AUG 2004 IC 43: Restaurant and catering services, excluding concession services	Lapsed 2019
Canada	GORDON BIERSCCH	Words Only	TMA577776	Registration Date: 20 MAR 2003 IC 21: Beverage glassware for sale in restaurants IC 25: Wearing apparel, namely: t shirts, sweatshirts, sweat pants, polo shirts, hats, and baseball caps, for sale in restaurants IC 43: Restaurant and catering services, excluding concession services	Active
Canada	GORDON BIERSCCH BREWERY RESTAURANT	Words Only	TMA578074	Registration Date: 25 MAR 2003 IC 43: Restaurant and catering services, excluding concession services	Active
Canada	GORDON BIERSCCH GARLIC FRIES	Words Only	TMA580938	Registration Date: 07 MAY 2003 IC 29: Deep fried potatoes	Active