

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM619672

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frontera Ventures, LLC		01/08/2021	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Cruz Blanca Brewery LLC		
Street Address:	900 W. Randolph St.		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4076783	MARISOL	
CORRESPONDENCE DATA			
Fax Number:	3127267371		
<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:	312-726-8129		
Email:	brian.lum@icemiller.com		
Correspondent Name:	Brian Lum		
Address Line 1:	200 W. Madison St. Ste. 3500		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Brian J. Lum		
SIGNATURE:	/Brian J. Lum/		
DATE SIGNED:	01/11/2021		
Total Attachments: 3			
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OP \$40.00 4076783

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), is entered into and effective as of the date fully executed below (the "Effective Date"), by and between Frontera Ventures, LLC ("Assignor"), an Illinois limited liability company, with its principal place of business at 449 North Clark Street, Chicago, Illinois 60654, and Cruz Blanca Brewery LLC ("Assignee"), an Illinois limited liability company, with its principal place of business at 900 W. Randolph Street, Chicago, Illinois 60607, sometimes referred to individually as a "Party" and collectively as the "Parties".

WHEREAS, Assignor is the sole and exclusive owner of all right, title, and interest in and to each of the trademarks and the trademark registrations therefor identified in Schedule A attached hereto; and

WHEREAS, Assignee desires to acquire the entire right, title, and interest in and to each of the trademarks and the trademark registrations therefor identified in Schedule A, and Assignor wishes to assign, convey, exchange, and transfer all right, title, and interest in and to said trademarks and trademark registrations.

NOW, THEREFORE, in consideration of the premises recited above, the Parties' mutual undertakings, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

Assignor hereby irrevocably assigns, transfers, and conveys to Assignee all right, title, and interest in and to each of the trademarks and the trademark registrations therefor identified in Schedule A (the "Trademarks"), together with the goodwill of the business symbolized by and associated therewith, free and clear of all liens, claims, charges, and encumbrances of any kind whatsoever, to have and to hold forever, along with any claims and causes of action (and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable), arising from and/or relating to the infringement, misappropriation, or other violation of any right in any of the Trademarks, whether prior to or subsequent to the Effective Date, to the fullest extent permitted by the law.

Assignor represents and warrants that it owns the entire right, title, and interest in and to the Trademarks, and that all registrations for the Trademarks are valid and subsisting, and in full force and effect. Assignor further represents and warrants that it has not licensed any rights in any of the Trademarks, either expressly or impliedly, to any other person or entity, that there are no liens or security interests against the Trademarks, and that Assignor's execution of the Assignment and performance of Assignor's obligations hereunder shall not violate or conflict with any other agreement or understanding to which Assignor is a party.

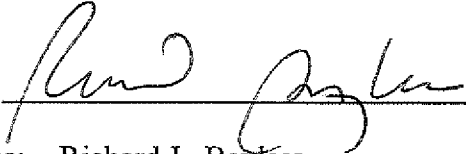
Assignor shall promptly upon the request of Assignee, or its successors and assigns, execute such other documents and/or instruments of assignment, transfer, and conveyance as Assignee, or its successors and assigns, may reasonably request to permit the recordation of the assignment made by this instrument or of any other documents Assignee, or its successors and assigns, may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment.


IN WITNESS WHEREOF, and intending to be legally bound, the Parties have executed

this Assignment as of the dates indicated below, by their respective officers or duly authorized representatives.

FRONTERA VENTURES, LLC

CRUZ BLANCA BREWERY LLC

By: 
Name: Richard L. Bayless

By: 
Name: Manuel Valdes

Title: Manager

Title: Manager

Date: 1/8/2021

Date: 1/8/2021

SCHEDULE A

Trademark

U.S. Registration No.

MARISOL

4,076,783