

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM617927

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Midwest Custom Bottling LLC		12/31/2020	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dancing Goat Distillery LLC		
<b>Street Address:</b>	909 Vineyard Drive		
<b>City:</b>	CAMBRIDGE		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53523		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3991314	WISCONSIN'S FINEST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	2626326900		
<b>Email:</b>	trademarks@janlaw.com		
<b>Correspondent Name:</b>	John E. Munger		
<b>Address Line 1:</b>	601 Lake Ave.		
<b>Address Line 4:</b>	Racine, WISCONSIN 53403		
<b>NAME OF SUBMITTER:</b>	John E. Munger		
<b>SIGNATURE:</b>	/John E. Munger/		
<b>DATE SIGNED:</b>	12/31/2020		
<b>Total Attachments: 3</b>			
source=2020-12-31 executed Assignment WISCONSIN'S FINEST#page1.tif			
source=2020-12-31 executed Assignment WISCONSIN'S FINEST#page2.tif			
source=2020-12-31 executed Assignment WISCONSIN'S FINEST#page3.tif			

CH \$40.00 3991314

## ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") is made and shall be effective as of December 31, 2020 (the "Effective Date"), by and among Midwest Custom Bottling, LLC, a Wisconsin limited liability company, with its principal offices located at N27W23921 Paul Road, Suite B, Pewaukee, Wisconsin 53072 ("Assignor") and Dancing Goat Distillery, LLC, a Delaware limited liability company, with its principal offices located at 909 Vineyard Drive, Cambridge, Wisconsin 53525 ("Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademark WISCONSIN'S FINEST shown on Exhibit A attached hereto, including the listed U.S. trademark registration, all common law rights, and the goodwill associated with the trademark and the related business (collectively the "Assigned Trademark");

WHEREAS, Assignee desires to acquire and Assignor desires to transfer to Assignee, all of Assignor's rights throughout the world in and to the Assigned Trademark, such rights further including, without limitation, the right to any past and future royalties and to recover damages and profits for past and future infringements of the Assigned Trademark.

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged as of the Effective Date, Assignor hereby sells, assigns and transfers unto Assignee all right, title, and interest in and to the Assigned Trademark, together with all common law rights therein, the goodwill of the business in connection with which the Assigned Trademark is used and which is symbolized by the Assigned Trademark throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to any past and future royalties and to sue for and collect damages and profits for past and future infringements thereof, as applicable, to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this Assignment not been made.

Where appropriate, the parties authorize and request the Commissioner of Trademarks of the United States Patent and Trademark Office, whose duty it is to register trademarks, to record Assignee as the assignee and owner of the Assigned Trademark.

Assignor and Assignee hereby further undertake that they will execute such additional documents and take such further actions as may be reasonably required in order to confirm and further effectuate the assignment of the Assigned Trademark including, but not limited to, executing additional documents as requested by Assignee, assisting Assignee in perfecting Assignee's rights to the Assigned Trademark and other rights, and requesting that all assigned rights be transferred to Assignee. Without limiting the general applicability of the foregoing, Assignor shall reasonably cooperate with and assist Assignee in the submission of any electronic messages, approvals, or any other documents required in connection with this Assignment.

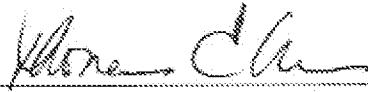
This Assignment (i) may be executed in one or more counterparts and delivered by facsimile, portable document format or other electronic means, each of which when so executed and delivered shall be deemed to be an original and all of which together shall be deemed to be one and the same agreement; (ii) shall be binding upon and inure to the benefit of the parties

hereto, and each of their successors and assigns; (iii) shall be governed in all respects by the internal laws of the State of Wisconsin, without regard to its conflicts of law principles which would require application of the laws of another jurisdiction; and (iv) may not be amended or modified unless in writing and signed by Assignee and Assignor.

IN WITNESS WHEREOF, the undersigned parties have executed this Assignment effective as of the Effective Date.

**ASSIGNOR:**

Midwest Custom Bottling, LLC

By: 

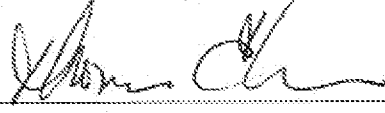
Name: Thomas E. Maas

Title: Chairman

Date: 12/31/20

**ASSIGNEE:**

Dancing Goat Distillery, LLC

By: 

Name: Thomas E. Maas

Title: Chairman

Date: 12/31/20

EXHIBIT A

No.	Trademark	Status
1	WISCONSIN'S FINEST	U.S. Trademark Registration No. 3,991,314 and all common law rights