

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM624530

<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>
Jim Beam Brands Co.		07/20/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Suntory Holdings Limited		
<b>Street Address:</b>	1-40, Dojimahama 2-chome, Kita-ku, Osaka-shi		
<b>City:</b>	Osaka		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	530-8203		
<b>Entity Type:</b>	Limited Corporation: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88258278	THE BLEND CREATED BY BEAM SUNTORY	
<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>	3127018209		
<b>Email:</b>	ipdocket@mayerbrown.com		
<b>Correspondent Name:</b>	Madelaine M. Thomas		
<b>Address Line 1:</b>	71 South Wacker Drive		
<b>Address Line 2:</b>	Mayer Brown LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	15480478		
<b>NAME OF SUBMITTER:</b>	Madelaine M. Thomas		
<b>SIGNATURE:</b>	/Madelaine M. Thomas/		
<b>DATE SIGNED:</b>	02/04/2021		
<b>Total Attachments: 5</b>			
source=THE BLEND Assignment - Executed#page1.tif			
source=THE BLEND Assignment - Executed#page2.tif			
source=THE BLEND Assignment - Executed#page3.tif			
source=THE BLEND Assignment - Executed#page4.tif			

CH \$40.00 88258278





## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement"), dated as of July 20, 2020 (the "Effective Date"), is made by Jim Beam Brands Co., a corporation organized and existing under the laws of the State of Delaware and having an address at 222 W. Merchandise Mart Plaza, Suite 1600, Chicago, Illinois 60654 ("Assignor"), in favor of Suntory Holdings Limited, a corporation organized and existing under the laws of Japan and having an address at 1-40, Dojimahama 2-chome, Kita-ku, Osaka-shi, Osaka 530-8203 ("Assignee").

WHEREAS, Assignee wishes to obtain, and Assignor is willing to assign, all of Assignor's right, title and interest in and to the trademarks set forth on Appendix 1 (the "Assigned Trademarks").

NOW THEREFORE, in consideration of the above premises and for other good and valuable consideration, including USD\$10.00, the receipt and sufficiency of which are hereby acknowledged, and with the intent to be legally bound, the parties hereto hereby agree as follows:

Effective as of the Effective Date, and on the terms and subject to conditions of the Agreement, Assignor hereby irrevocably and at its expenses sells, assigns, transfers and conveys to Assignee all of its right, title and interest in and to the Assigned Trademarks, together with the goodwill thereof, including all associated trademark rights and service mark rights held by Assignor, all claims, demands and rights to recovery that Assignor has or may have for past, present, or future infringements, dilution or other violations of such Assigned Trademarks, if any, and all rights to compromise, sue for, and collect on such claims, demands and rights to recovery, and all royalties, fees, income and other payments and proceeds accrued on or after the Effective Date arising from the Assigned Trademarks, and to apply in any or all countries of the world for registration of the Assigned Trademarks.

Assignor, on behalf of itself, its successors, assigns and legal representatives, hereby authorizes the U.S. Patent and Trademark Office and any official of any country or countries foreign to the United States whose duty it is to receive or register trademarks or applications therefor, to record Assignee, its successor or assign as the owner of the Assigned Trademarks, and to issue all registrations for the foregoing, to be in the name of Assignee, for the sole use of Assignee, its successors, legal representatives, and assigns, in accordance with the terms of this Assignment. Assignor (on behalf of itself, its successors, assigns and legal representatives) and Assignee shall each promptly take, and shall cause their respective affiliates to take, any and all additional actions as may be necessary or appropriate to effect the assignment transactions contemplated, including but not limited to execution and delivery of individual assignment documentation for filing with the authorities of each individual country.

IN WITNESS THEREOF, the parties hereto have caused this Agreement to be executed as of the Effective Date.

**Jim Beam Brands Co.**

**Suntory Holdings Limited**

By: [Signature]

By: [Signature]

Name: Chris Mackey

Name: Yuko Hatori

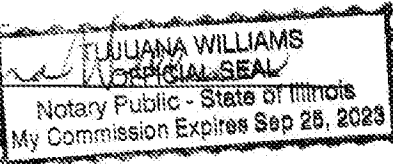
Title: Associate General Counsel & Global IP Director

Title: Senior General Manager

Signed in my presence this 20<sup>th</sup> day of July

Signed in my presence this \_\_\_ day of \_\_\_\_\_

[Signature]



\_\_\_\_\_  
Notary Public

WITNESS:

WITNESS:

By: [Signature]

By: [Signature]

Name: [Signature]













Name: Shigeko Ikezoe

Address: 71 South Wacker  
Chicago IL 60606

Address: 2-3-3 Daiba, Minato-ku,  
Tokyo 135-8631, Japan

Appendix 1

Assigned Trademarks

Trademark	Country	Class	App. Date	App. No.	Reg. Date	Reg. No.
THE BLEND	China	41	11/14/2018	34657887	8/07/19	34654887
THE BLEND	Russia	41	11/14/2018	201874691	6/19/2019	716491
THE BLEND	New Zealand	41	11/27/2018	1108293		
THE BLEND	Australia	41	11/27/2018	1971167		
THE BLEND	Canada	41, 43	1/11/2019	1940282		
	United States	41, 43	1/11/2019	88/258,278		
	United Kingdom	41, 43	1/11/2019	UK00003366520	5/10/2019	UK00003366520
	India	41, 43	1/14/2019	4056071		
	European Union	41, 43	1/14/2019	018010167	5/14/2019	018010167
	Singapore	41, 43	1/24/2019	40201901534Y		
	South Africa	43	5/10/2019	2019/13029		
	South Africa	41	5/10/2019	2019/13028		
	Republic of Korea	41, 43	5/13/2019	40-2017-73176		
	Mexico	41	7/9/2019	2231748		
	Mexico	43	7/9/2019	2231749	10/17/2019	2047381
	Brazil	43	7/10/2019	917700678		
	Brazil	41	7/10/2019	917700635		

Registration NO. 3783

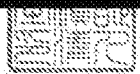
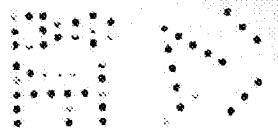
NOTARIAL CERTIFICATE

This is to certify that the signature on the attached document is genuine and authentic signature of Yuko HATORI, Senior General Manager of Suntory Holdings Limited, a corporation existing and organized under the laws of Japan, who has produced sufficient proof of her power to execute the said instrument on behalf of the above-mentioned corporation.

Dated this 27<sup>th</sup> day of November, 2020,

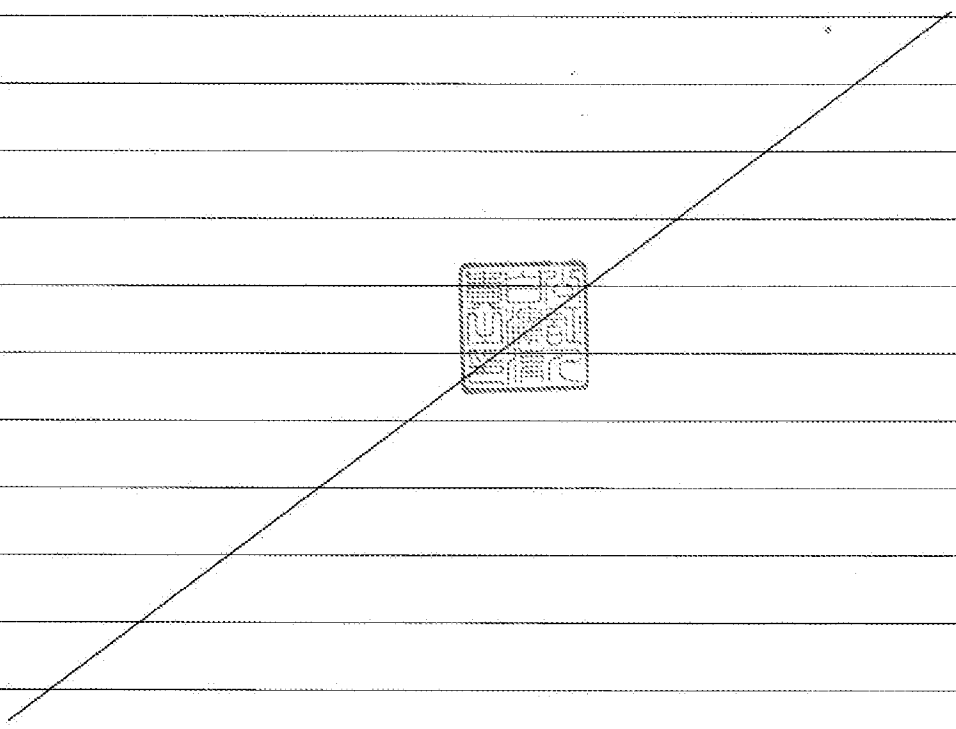


*K. Shirahama*  
SHIRAHAMA Kiyotaka  
NOTARY



令和2年登簿第 3783 号

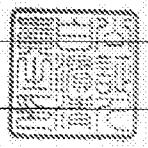
嘱託人サントリーホールディングス株式会社  
リスクマネジメント本部 商標部長 羽鳥 裕子  
の代理人 相本 美和子は本公証人に対し、嘱託  
人が別添文書に署名したことを自認している  
旨陳述した。  
よって、これを認証する。



令和2年11月27日、本職役場において  
東京都千代田区内幸町2丁目2番2号  
東京法務局所属

公証人

白濱 清吉



公証人役場