

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM634924

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elizabeth M LLC		01/01/2021	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shamus & Peabody, LLC		
Street Address:	6540 Washington Street		
City:	Yountville		
State/Country:	CALIFORNIA		
Postal Code:	94599		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4366132	CUP4CUP	
Registration Number:	5203966	GLUTEN FREE {BUT YOU'D NEVER KNOW IT}	
Registration Number:	3600340	PER SE	
CORRESPONDENCE DATA			
Fax Number:	7072556876		
<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:	707-252-7122		
Email:	tmdept@dpf-law.com		
Correspondent Name:	J. Scott Gerien		
Address Line 1:	1455 First Street, Suite 301		
Address Line 4:	Napa, CALIFORNIA 94559		
ATTORNEY DOCKET NUMBER:	KELT02-168		
NAME OF SUBMITTER:	J. Scott Gerien		
SIGNATURE:	/J. Scott Gerien/		
DATE SIGNED:	03/26/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made by and between Elizabeth M LLC, a California limited liability company ("Assignor"), with a business address at 6540 Washington Street, Yountville, California 94599, and Shamus & Peabody, LLC, a California limited liability company ("Assignee"), with a business address at 6540 Washington Street, Yountville, California 94599. Collectively, the Assignor and the Assignee are hereinafter referred to as the "Parties."

WHEREAS, Assignor is the owner of the trademarks identified in Schedule A ("Marks"), and U.S. trademark applications and registrations identified in Schedule B ("Applications and Registrations"), and the goodwill of the business symbolized thereby and associated therewith;

WHEREAS, Assignee is desirous of acquiring all Assignor's right, title, and interest in and to the Marks and Applications and Registrations, and Assignor is desirous of assigning to Assignee all Assignor's right, title, and interest in and to the Marks and Applications and Registrations;

NOW, THEREFORE, for good and valuable consideration, as set forth herein by and between the Parties, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

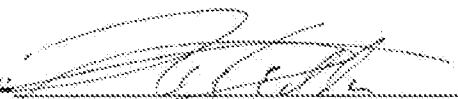
1. Assignor hereby assigns to Assignee all Assignor's right, title, and interest in and to the Marks and Applications and Registrations, together with the goodwill of the business symbolized by the Marks and Applications and Registrations, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks and Applications and Registrations and the right to sue for and recover the same.

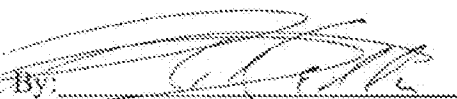
2. Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary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

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Assignment, which is effective as of January 1, 2021.

Elizabeth M LLC

Shamus & Peabody, LLC

By: 

By: 

Name: Thomas A. Keller
Title: CEO and Manager

Name: Thomas A. Keller
Title: CEO and Manager

Date: As of January 1, 2021

Date: As of January 1, 2021

SCHEDULE A



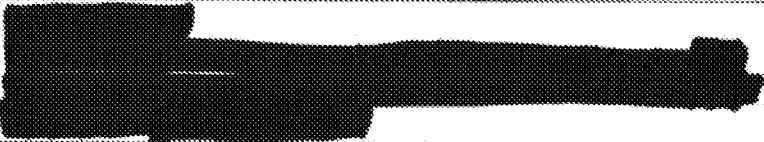


CUP4CUP

GLUTEN FREE (BUT YOU'D NEVER KNOW IT)

PER SE

SCHEDULE B

MARK	APP. NO./ REG. NO.	CLASS: GOODS/SERVICES
		
<u>CUP4CUP</u>	RN: 4366132 SN: 85979374	(Int'l Class: 30) Flour
<u>GLUTEN FREE (BUT YOU'D NEVER KNOW IT)</u>	RN: 5203966 SN: 87185252	(Int'l Class: 30) Flour that does not contain gluten
<u>PER SE</u>	RN: 3600340 SN: 78841419	(Int'l Class: 33) Wine