

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM648314


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|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Kenneth B. Gould | | 11/24/2020 | INDIVIDUAL: |
| RECEIVING PARTY DATA | | | |
| Name: | Hop Culture, LLC | | |
| Street Address: | 6948 Thomas Boulevard | | |
| City: | Pittsburgh | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 15208 | | |
| Entity Type: | Limited Liability Company: PENNSYLVANIA | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5206312 | HOP CULTURE | |
| Registration Number: | 5738071 | HOP CULTURE | |
| Registration Number: | 5780150 | | |
| Registration Number: | 6077561 | HOP CULTURE | |
| Registration Number: | 5666568 | JUICY BREWS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8606069818 | | |
| <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: | 860-470-4700 | | |
| Email: | uspto@getzbalich.com | | |
| Correspondent Name: | Getz Balich LLC | | |
| Address Line 1: | 10 Waterside Drive, Suite 205 | | |
| Address Line 4: | Farmington, CONNECTICUT 06032 | | |
| NAME OF SUBMITTER: | Richard D. Getz | | |
| SIGNATURE: | /Richard D. Getz/ | | |
| DATE SIGNED: | 05/20/2021 | | |
| Total Attachments: 4 | | | |
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TRADEMARK ASSIGNMENT

WHEREAS, **Kenneth B. Gould**, an individual (“Assignor”), is the listed owner and registrant of the following United States trademark registrations and applications, and the marks identified therein:

| United States Trademark Registrations | | | |
|---------------------------------------|-----------------------------------|---|--|
| Application No. | Application Date | | |
| Registration No. | Registration Date | Mark | Identified Goods |
| 87/067,151 5,206,312 | June 10, 2016 May 16, 2017 | HOP CULTURE | Non-downloadable electronic publications, namely, magazines, videos, and photography featuring information in the field of alcohol and food (International Class 41) |
| 87/949,756 5,738,071 | June 5, 2018 April 30, 2019 | HOP CULTURE | Clothing, namely t-shirts and hats (International Class 25) |
| 88/182,388 5,780,150 | November 5, 2018 June 18, 2019 |  | Clothing, namely, tops as clothing, bottoms as clothing (International Class 25) Beer; beer wort; hop extracts for manufacturing beer; processed hops for use in making beer (International Class 32) Retail store and online retail store services featuring clothing, glassware, books, stickers, beer accessories, lighters, rolling papers, pins, bags and trays (International Class 35) Providing a website featuring non-downloadable videos and photographs and non-downloadable publications in the nature of magazines, all in the field of alcohol, beer and food (International Class 41) |

United States Trademark Registrations

| Application No. | Application Date | | |
|-------------------------|------------------------------------|--------------------|--|
| Registration No. | Registration Date | Mark | Identified Goods |
| 88/182,179 6,077,561 | November 5, 2018 June 16, 2020 | HOP CULTURE | Retail store and online retail store services featuring clothing, glassware, books, stickers, beer, accessories, lights, rolling papers, pins, bags, and trays (International Class 035) |
| 88/893,883 N/A | April 29, 2020 N/A | HOP CULTURE | Providing a website featuring entertainment and educational information in the field of beer, beer tastings, beer festivals, beer contests, and breweries; providing entertainment and educational information in the field of beer, beer tastings, beer festivals, beer contests, and breweries; providing on-line information, news, and commentary in the field of current events relating to beer, beer tastings, beer festivals, beer promotions, beer contests, and breweries all for entertainment and educational purposes; providing information, news, and commentary in the field of current events relating to beer, beer tastings, beer festivals, beer promotions, beer contests, and breweries all for entertainment and educational purposes; organizing, conducting, and hosting special events for educational and social entertainment purposes featuring beer and fostering beer appreciation and purchases; entertainment services in the nature of beer festivals, beer tastings, and beer events (International Class 41) |
| 88/001,173 5,666,568 | June 14, 2018 November 13, 2018 | JUCY BREWS | Entertainment services in the nature of beer festivals (International Class 41) |

hereinafter referred to as the “Marks,” the “Application,” or the “Registrations,” as appropriate; and

WHEREAS, **Hop Culture, LLC**, a Pennsylvania limited liability company having an

address at 6948 Thomas Boulevard, Pittsburgh, PA 15208 (“Assignee”), desires to acquire all rights in and to the Marks, the Application and the Registrations, including the goodwill symbolized thereby and all common law rights in and to the Marks, the Application and the Registrations;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee, its successors, assigns, and legal representatives, nunc pro tunc as of January 16, 2017, the full and exclusive worldwide right, title, and interest in and to the Marks, the Application, and the Registrations, including the goodwill embodied therein and the right to sue and recover damages for all future, present, or past infringements thereof.

Assignor hereby authorizes the Director – United States Patent and Trademark Office to record this Assignment for the sole benefit of Assignee, its successors, assigns, and legal representatives.

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EXECUTED on the date shown below.

ASSIGNOR
Kenneth B. Gould

DocuSigned by:

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Date: November 24, 2020

[Signature Page to Trademark Assignment]