

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM657854

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IPACK S.À R.L.		09/12/2019	Limited Liability Company: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Mad Brewing Company		
Street Address:	2501 Southwest Boulevard		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4622494	UNION JACK	
CORRESPONDENCE DATA			
Fax Number:	8055648262		
<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:	8059654400		
Email:	Kurt@incip.com		
Correspondent Name:	Kurt Koenig		
Address Line 1:	920 Garden St.		
Address Line 4:	Santa Barbara, CALIFORNIA 93101		
ATTORNEY DOCKET NUMBER:	2816-207		
NAME OF SUBMITTER:	Kurt Koenig		
SIGNATURE:	/Kurt Koenig/		
DATE SIGNED:	07/02/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is made as of **September 12, 2019** (“Effective Date”) from **IPACK S.À.R.L.**, a Luxembourg limited liability company (“ASSIGNOR”) to **Mad Brewing Company**, a Delaware corporation (“ASSIGNEE”).

WHEREAS, ASSIGNOR owns the rights to the trademark “**UNION JACK**” (“Mark”) including all rights to U.S. Trademark Registration No. **4622494**, together with the goodwill of the business symbolized thereby in connection with all the Goods on which the Mark has been used by ASSIGNOR (“Goods”); and

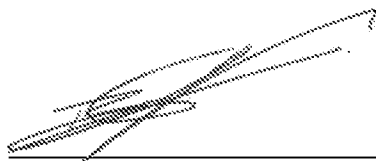
WHEREAS, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and in perpetuity, together with (1) the goodwill of the business relating to the Goods/Services in respect upon which the Mark is and has been used; (2) all income, fees, payments, royalties, and damages now or hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all reasonably necessary documents, papers, forms, and authorizations and take all other reasonably necessary actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark. ASSIGNOR further appoints ASSIGNEE, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as may be reasonably necessary to secure to ASSIGNEE, or to its successors or assigns, the rights hereby transferred.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

IPACK S.À.R.L.



Gilles Buchman
Chief Legal Officer and Special Proxy Holder