

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM660886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GoBrands, Inc.		07/14/2021	Corporation: DELAWARE
Beverages & More, Inc.		07/14/2021	Corporation: DELAWARE
Blue Rose Spirits, LLC		07/14/2021	Limited Liability Company: KENTUCKY
GB Advanced Technologies, LLC		07/15/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A.		
Street Address:	10 South Dearborn, Floor L2, Suite IL-1145		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 44			
Property Type	Number	Word Mark	
Registration Number:	5912546	DELIVER THE MOMENT	
Registration Number:	6340916	GO	
Registration Number:	6352856	GO	
Registration Number:	5159038	GOBEER	
Registration Number:	6340914	GOBOOZE	
Registration Number:	5330513	GOBOOZE	
Registration Number:	6340915	GODRIVE	
Registration Number:	5049030	GOODBYE CONVENIENCE STORE	
Registration Number:	5966167	GOPUFF	
Registration Number:	5966168	GOPUFF	
Registration Number:	5966169	GOPUFF	
Registration Number:	4571558	GOPUFF	
Registration Number:	5912547	GOPUFF	
Registration Number:	4945452	RIVE	
Registration Number:	5953198	WE DON'T JUDGE WE DELIVER	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4792151	5 CENT SALE WINES
Registration Number:	1970483	BEVERAGES, & MORE!
Registration Number:	3569564	BEVMO!
Registration Number:	3219702	BEVMO! BEVERAGES & MORE
Registration Number:	2229099	BEVMO!
Registration Number:	3734204	BEVMO!
Registration Number:	4891787	CHALLIS LANE
Registration Number:	3734206	CLUBBEV!
Registration Number:	2187848	CLUBBEV!
Registration Number:	2772521	DAHLIA
Registration Number:	2871307	GINA
Registration Number:	3839124	JINGLE ALL THE WAY
Registration Number:	1022205	KAVLANA
Registration Number:	5241521	KAVLANA
Registration Number:	3902050	MAIN & GEARY
Registration Number:	5142273	NORDIC STAR
Registration Number:	5147129	PREACHER'S PARDON
Registration Number:	1056239	SENIORITA
Registration Number:	2167272	ST. ELMO
Registration Number:	3129465	STEVEN BANNUS
Registration Number:	4677754	THIRSTY TIMES
Registration Number:	3415355	TOWER BROOK
Registration Number:	4632903	TRIBUTUS
Registration Number:	5262043	UNRULY RAMPANT
Registration Number:	5034249	UNRULY
Registration Number:	5391271	ZINNIA
Registration Number:	5998655	RIDEOS
Registration Number:	5900114	WHERE KENTUCKIANS GO TO CELEBRATE LIFE
Serial Number:	90729863	PUFF POINTS

CORRESPONDENCE DATA

Fax Number: 6175236850

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.

Phone: 617-523-2700

Email: susan.dinicola@hklaw.com,rachel.fink@hklaw.com,MaryEllen.Stanley@hklaw.com

Correspondent Name: Holland & Knight LLP

Address Line 1: 10 St. James Avenue

Address Line 4: Boston, MASSACHUSETTS 02116

NAME OF SUBMITTER:	Susan C. DiNicola
SIGNATURE:	/Susan C. DiNicola/
DATE SIGNED:	07/19/2021
Total Attachments: 17 source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page1.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page2.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page3.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page4.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page5.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page6.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page7.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page8.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page9.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page10.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page11.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page12.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page13.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page14.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page15.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page16.tif source=GoBrands - Confirmatory Grant of Security Interest in Trademarks (EXE)#page17.tif	

CONFIRMATORY GRANT OF SECURITY INTEREST IN TRADEMARKS

THIS CONFIRMATORY GRANT OF SECURITY INTEREST IN TRADEMARKS (the "Confirmatory Grant"), is entered into as of July 14, 2021, by and between GOBRANDS, INC., a Delaware corporation (the "Company"), BEVERAGES & MORE, INC., a Delaware corporation ("BevMo"), BLUE ROSE SPIRITS, LLC, a Kentucky limited liability company ("Blue Rose"), GB ADVANCED TECHNOLOGIES, LLC, a Delaware limited liability company ("GB Advanced"), together with the Company, BevMo and Blue Rose, each a "Grantor", and collectively, the "Grantors", and JPMORGAN CHASE BANK, N.A. (the "Administrative Agent"), acting in its capacity as administrative agent pursuant to that certain Credit Agreement dated as of July 14, 2021 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement") by and among Grantors, the other Loan Parties, the Administrative Agent, and the financial institutions signatory thereto.

RECITALS:

A The Grantors, certain of the Grantors' subsidiaries from time to time party thereto, and the Administrative Agent on behalf of the Secured Parties have entered into that certain Pledge and Security Agreement dated as of July 14, 2021 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"; all terms defined in the Security Agreement, wherever used herein, shall have the same meanings herein as are prescribed by the Security Agreement).

B Pursuant to the terms of the Security Agreement, the Grantors have granted to the Administrative Agent on behalf of the Secured Parties a Lien on and security interest in all of the Grantors' right, title, and interest in, to and under all now owned and hereafter acquired Trademarks, and all products and proceeds thereof, to secure the payment of the Obligations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors hereby grant to the Administrative Agent, on behalf of the Secured Parties, a continuing Lien on and security interest in all of the Grantors' right, title, and interest in, to, and under the following, in each case to the extent constituting Collateral (all of the following items or types of property being herein collectively referred to as the "Trademark Collateral"), whether now owned or hereafter created, acquired or arising:

- (a) all trademarks (including service marks), trade names, trade dress, and trade styles and the registrations and applications for registration thereof and the goodwill of the business symbolized by the foregoing, including, without limitation, each United States trademark and trademark application referred to in Schedule 1 attached hereto;
- (b) all licenses of the foregoing, whether as licensee or licensor;
- (c) all renewals of the foregoing;
- (d) all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, including, without limitation, damages, claims, and payments for past and future infringements thereof;
- (e) all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing; and
- (f) all rights corresponding to any of the foregoing throughout the world.

The Lien and security interest contained in this Confirmatory Grant is granted in conjunction with the security interest granted to the Administrative Agent on behalf of the Secured Parties pursuant to the Security Agreement.

This Confirmatory Grant shall be governed by, and construed in accordance with, the internal laws of the State of New York, but giving effect to federal laws applicable to national banks.

This Confirmatory Grant may be executed in any number of counterparts, all of which taken together shall constitute one agreement, and any of the parties hereto may execute this Confirmatory Grant by signing any such counterpart. Delivery of an executed counterpart of a signature page of this Confirmatory Grant by facsimile or other electronic transmission shall be effective as delivery of a manually executed counterpart of this Confirmatory Grant.

[Signature pages follow.]

IN WITNESS WHEREOF, Grantors have caused this Confirmatory Grant to be duly executed by its duly authorized as of the date first written above.

GOBRANDS, INC., a Delaware corporation

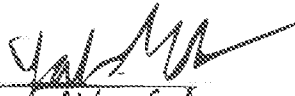
By: *Yakir Gola*
Name: Yakir Gola
Title: President

BEVERAGES & MORE, INC., a Delaware corporation

By: *Yakir Gola*
Name: Yakir Gola
Title: Co-President

BLUE ROSE SPIRITS, LLC,
a Kentucky limited liability company

GB ADVANCED TECHNOLOGIES, LLC,
a Delaware limited liability company

By: 
Name: Yoko Goto
Title: Co-President

Acknowledged and Accepted:
JPMORGAN CHASE BANK, N.A., as
Administrative Agent

By: Eric Anderson
Name: Eric Anderson
Title: Authorized Officer

SCHEDULE 1

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS


See attached.

Mark	App. / Reg. No.	App. / Reg. Date	Owner
BASICALLY	Application No. 90697288	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697303	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697328	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697347	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697354	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697358	Filed May 7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697379	Filed May-7-2021	GoBrands, Inc.
BASICALLY	Application No. 90697386	Filed May-7-2021	GoBrands, Inc.
BASICALLY AMAZING	Application No. 90697102	Filed May-7-2021	GoBrands, Inc.
BASICALLY AMAZING	Application No. 90697132	Filed May-7-2021	GoBrands, Inc.
BASICALLY AMAZING	Application No. 90697157	Filed May-7-2021	GoBrands, Inc.
BASICALLY AMAZING	Application No. 90697188	Filed May-7-2021	GoBrands, Inc.

DELIVER THE MOMENT	Application No. 88251763 Registration No. 5912546	Filed Jan-7-2019 Registered Nov-19-2019	GoBrands, Inc.
GO	Application No. 90746001	Filed Jun-1-2021	GoBrands, Inc.
	Application No. 90163288 Registration No. 6340916	Filed Sep-07-2020 Registered May-4-2021	GoBrands, Inc.
	Application No. 90163289 Registration No. 6352856	Filed Sep-07-2020 Registered May-18-2021	GoBrands, Inc.
goBeer	Application No. 86900113 Registration No. 5159038	Filed Feb-07 2016 Registered Mar-14-2017	GoBrands, Inc.
GOBOOZE	Application No. 90163284 Registration No. 6340914	Filed Sep-07-2020 Registered May-4-2021	GoBrands, Inc.

GOBOOZE	Registration No. 3997984	Filed Feb-28-2017 Registered Feb-28-2017	GoBrands, Inc.
	Application No. 86952789 Registration No. 5330513	Filed Mar-25-2016 Registered Nov-7-2017	GoBrands, Inc.
GODRIVE	Application No. 90163287 Registration No. 6340915	Filed Sep-07-2020 Registered May-4-2021	GoBrands, Inc.
GOODBYE CONVENIENCE STORE	Application No. 86908903 Registration No. 5049030	Filed Feb-2-2016 Registered Sep-27-2016	GoBrands, Inc.
GOODNOW	Application No. 90687530	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687559	Filed May-3-2021	GoBrands, Inc.

GOODNOW	Application No. 90687582	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687617	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687659	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687684	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687714	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687739	Filed May-3-2021	GoBrands, Inc.
GOODNOW	Application No. 90687777	Filed May-3-2021	GoBrands, Inc.
GOODNOW POWERED BY GOPUFF	Application No. 90687824	Filed May-3-2021	GoBrands, Inc.
GOPUFF	Application No. 88505378 Registration No. 5966167	Filed Jul-9-2019 Registered Jan-21-2020	GoBrands, Inc.
GOPUFF	Application No. 88505382 Registration No. 5966168	Filed Jul-9-2019 Registered Jan-21-2020	GoBrands, Inc.
GOPUFF	Application No. 88505384 Registration No. 5966169	Filed Jul-9-2019 Registered Jan-21-2020	GoBrands, Inc.

GOPUFF	Application No. 86128389 Registration No. 4571558	Filed Nov-25-2013 Registered Jul-22-2014	GoBrands, Inc.
	Application No. 88251870 Registration No. 5912547	Filed Jan-7-2019 Registered Nov-19-2019	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688189	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688201	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688228	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688241	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688264	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688270	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688301	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688326	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688335	Filed May-3-2021	GoBrands, Inc.
IT'S NOT JUST HEALTHCARE, IT'S SELCARE	Application No. 90688351	Filed May-3-2021	GoBrands, Inc.

MAKE NOW GOOD	Application No. 90605432	Filed Mar 26-2021	GoBrands, Inc.
PUFF POINTS	Application No. 90729863	Filed May-24-2021	GoBrands, Inc.
RIVE	Application No. 86709238 Registration No. 4945452	Filed Jul-30-2015 Registered Apr-26-2016	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90687873	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90687903	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90687934	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90687976	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688022	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688056	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688080	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688113	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688132	Filed May-3-2021	GoBrands, Inc.
SELFCARE IS THE NEW HEALTHCARE	Application No. 90688157	Filed May-3-2021	GoBrands, Inc.
WE DON'T JUDGE WE DELIVER	Application No. 88251814 Registration No. 5953198	Filed Jan-7-2019 Registered Jan-7-2020	GoBrands, Inc.

Mark	App. / Reg. No.	App. / Reg. Date	Owner
5 CENT SALE WINES	Application No: 86201221 Registration No: 4792151	Application Date: 2/22/14 Registration Date: 8/11/15	Beverages and More, Inc.
BEVERAGES, & MORE!	Application No: 74/525,842 Registration No: 1,970,483	Application Date: 5/17/94 Registration Date: 4/23/96	Beverages and More, Inc.
BevMo!	Application No: 77.498,909 Registration No: 3,569,564	Application Date: 6/13/08 Registration Date: 2/3/09	Beverages and More, Inc.
BevMo! BEVERAGES & MORE ●	Application No: 78/760,584 Registration No: 3,219,702	Application Date: 11/23/05 Registration Date: 3/20/07	Beverages and More, Inc.
BEVMO!	Application No: 75/498,468 Registration No: 2,229,099	Application Date: 7/9/98 Registration Date: 3/2/99	Beverages and More, Inc.
BEVMO!	Application No: 77755672 Registration No: 3734204	Application Date: 6/9/09 Registration Date: 1/5/10	Beverages and More, Inc.
CHALLIS LANE	Application No: 86/555/661 Registration No: 4,891,787	Application Date: 3/6/15 Registration Date: 1/26/16	Beverages and More, Inc.
CLUBBEV!	Application No: 77755688 Registration No: 3734206	Application Date: 6/9/09 Registration Date: 1/5/10	Beverages and More, Inc.
CLUBBEV!	Application No: 75/376,998 Registration No: 2,187,848	Application Date: 10/21/97 Registration Date: 10/8/98	Beverages and More, Inc.
DAHLIA	Application No: 76/436,449 Registration No: 2,772,521	Application Date: 8/1/02 Registration Date: 10/7/03	Beverages and More, Inc.
GINA	Application No: 76/541,956 Registration No: 2,871,307	Application Date: 8/22/03 Registration Date: 8/10/04	Beverages and More, Inc.

JINGLE ALL THE WAY	Application No: 77/810,431 Registration No: 3,839,124	Application Date: 8/21/09 Registration Date: 08/24/10	Beverages and More, Inc.
KAVLANA	Application No: 73/028,971 Registration No: 1,022,205	Application Date: 8/8/74 Registration Date: 10/7/75	Beverages and More, Inc.
KAVLANA	Application No: 87/272,751 Registration No: 5,241,521	Application Date: 12/19/16 Registration Date: 7/11/17	Beverages and More, Inc.
MAIN & GEARY	Application No: 77960912 Registration No: 3902050	Application Date: 3/17/10 Registration Date: 1/4/11	Beverages and More, Inc.
NORDIC STAR	Application No: 86474965 Registration No: 5142273	Application Date: 12/9/14 Registration Date: 2/14/17	Beverages and More, Inc.
PREACHER's PARDON	Application No: 86/478,137 Registration No: 5,147,129	Application Date: 12/11/14 Registration Date: 2/21/17	Beverages and More, Inc.
SENRITA	Application No: 73/004,011 Registration No: 1,056,239	Application Date: 10/18/73 Registration Date: 1/11/77	Beverages and More, Inc.
ST. ELMO	Application No: 75/259,638 Registration No: 2,167,272	Application Date: 3/18/97 Registration Date: 6/23/98	Beverages and More, Inc.
STEVEN BANNUS	Application No: 78/698,214 Registration No: 3,129,465	Application Date: 8/23/05 Registration Date: 8/15/06	Beverages and More, Inc.
THIRSTY TIMES	Application No: 86225327 Registration No: 4677754	Application Date: 3/19/14 Registration Date: 1/27/15	Beverages and More, Inc.
TOWER BROOK	Application No: 77/147,131 Registration No: 3,415,355	Application Date: 4/3/07 Registration Date: 4/22/08	Beverages and More, Inc.
TRIBUTUS	Application No: 85754711 Registration No: 4632903	Application Date: 10/15/12 Registration Date: 11/4/14	Beverages and More, Inc.
UNRULY RAMPANT	Application No: 86/965,103 Registration No: 5,262,043	Application Date: 4/5/16 Registration Date: 8/8/17	Beverages and More, Inc.
UNRULY	Application No: 86/555,663 Registration No: 5,034,249	Application Date: 3/6/15 Registration Date: 10/6/16	Beverages and More, Inc.

ZINNIA

Application No: 87516650
Registration No: 5391271

Application Date: 7/5/17
Registration Date: 1/30/18

Beverages and More, Inc.

Mark	App. / Reg. No.	App. / Reg. Date	Status/Next Action	Owner
RIDEOS	Application No. 88/006346	Filed June-19-2018	Pending / Response to Office Action due by Dec-10-2021	GB Advanced Technologies, LLC
RIDEOS	Application No. 88/976518 Registration No. 5998655	Filed Jun-19-2018 Registered Feb-25-2020	Registered Renewal Due Feb-25-2026	GB Advanced Technologies, LLC

Mark	App. / Reg. No.	App. / Reg. Date	Owner
WHERE KENTUCKIANS GO TO CELEBRATE LIFE	Application No. 87/785003 Registration No. 5900114	Filed Feb-5-2018 Registered Nov-5-2019	Blue Rose Spirits, LLC