

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM660971

<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>
Johan Kenneth Eide		07/19/2021	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vineshift Inc.		
<b>Street Address:</b>	180 Morris Street, Suite 170		
<b>City:</b>	Sebastopol		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95472		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6171221	DRINK YOUR REGION	
<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>	4047028275		
<b>Email:</b>	dana@danadicksonlaw.com		
<b>Correspondent Name:</b>	Dana Dickson		
<b>Address Line 1:</b>	1101 Juniper St. NE		
<b>Address Line 2:</b>	#1209		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Dana Dickson		
<b>SIGNATURE:</b>	/Dana Dickson/		
<b>DATE SIGNED:</b>	07/19/2021		
<b>Total Attachments: 5</b>			
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OP \$40.00 6171221

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is effective as of July 19, 2021 (the "Effective Date") and entered into by and between Vineshifft Inc. ("Assignee"), a corporation incorporated under the laws of Delaware and located at 180 Morris Street, Suite 170, Sebastopol, California 95472, and Johan Kenneth Eide ("Assignor"), an individual and U.S. citizen.

### RECITALS

WHEREAS Assignor owns the mark **DRINK YOUR REGION** and a registration (No. 6171221) on the U.S. federal register for such mark, as set forth in Attachment A attached hereto and incorporated herein by this reference;

WHEREAS Assignee desires to acquire all of the right, title and interest of the Assignor in, to and under the mark **DRINK YOUR REGION**, together with the goodwill symbolized by the mark;

NOW, THEREFORE, for and in consideration of the mutual promises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

### TERMS AND CONDITIONS

- (1) Assignor hereby conveys, transfers, assigns, delivers and sets over to Assignee, and Assignee accepts Assignor's entire right, title, and interest in and to Assignor's mark **DRINK YOUR REGION**, and any and all registrations and/or applications for registrations thereof, whether issued or pending (including, without limitation, the registration in the United States Patent & Trademark Office specified on Attachment A hereto), together with the goodwill associated therewith and all of Assignor's other rights, privileges and priorities under applicable U.S., state and/or foreign laws with respect to the mark, including, without limitation, Assignor's common law rights and any and all of Assignor's rights to obtain renewals, reissues, and extensions for the mark and all other legal protections pertaining to the foregoing;
- (2) Assignor hereby conveys, transfers, assigns, delivers and sets over to Assignee, and Assignee accepts all income, royalties, and damages hereafter due or payable to Assignor with respect to the mark, including, without limitation, damages and payments for past and future infringements and misappropriations of the mark;
- (3) Assignor hereby conveys, transfers, assigns, delivers and sets over to Assignee, and Assignee accepts all rights to prosecute applications, maintain, enforce and renew all

registrations, and to sue for past and future infringements or misappropriations of the mark;  
and

- (4) Assignor hereby conveys, transfers, assigns, delivers and sets over to Assignee, and Assignee accepts all rights in any and all logos, designs, trade dress and labels, if any, associated with the mark.
- (5) Assignor represents and warrants that:
- a. Assignor owns the entire right, title and interest in and to the mark **DRINK YOUR REGION**;
  - b. The U.S. federal registration (No. 6171221) for the mark **DRINK YOUR REGION** is currently valid;
  - c. Assignor has all authority necessary to enter into this Trademark Assignment, and the execution and delivery of this Agreement has been duly and validly authorized; and
  - d. There are no liens or security interests against the mark **DRINK YOUR REGION**.
- (6) This Trademark Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of Assignor and Assignee.

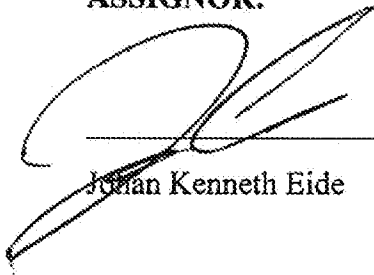
Assignor authorizes the Commissioner for Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the registration to Assignee as assignee of Assignor's entire right, title, and interest therein.

This Trademark Assignment contains the entire agreement between the Assignor and Assignee. No other agreement, statement, or promise made on or before the Effective Date of this Agreement will be binding on either the Assignor or Assignee.

The invalidity, illegality or unenforceability of any provision(s) of this Trademark Assignment shall not impact the continuation in force of the remainder of this Trademark Assignment.

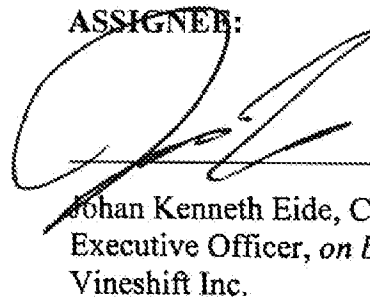
IN WITNESS WHEREOF, Assignor, in his individual capacity, and Assignee by virtue of an authorized officer, have duly executed this document as of the Effective Date.

**ASSIGNOR:**

  
\_\_\_\_\_  
Johan Kenneth Eide

7/19/2021  
\_\_\_\_\_  
Date

**ASSIGNEE:**

  
\_\_\_\_\_  
Johan Kenneth Eide, Chief  
Executive Officer, *on behalf of*  
Vineshifit Inc.

7/19/2021  
\_\_\_\_\_  
Date

**ATTACHMENT A**

# United States of America

United States Patent and Trademark Office

## DRINK YOUR REGION

**Reg. No. 6,171,221**

**Registered Oct. 06, 2020**

**Int. Cl.: 33, 35, 43**

**Service Mark**

**Trademark**

**Principal Register**

Johan Kenneth Eide (UNITED STATES INDIVIDUAL)  
6684 Norcliff Dr.  
Sebastopol, CALIFORNIA 95472

CLASS 33: Wines; Dessert wines; Fortified wines; Port wines; Red wines; Rose wines; Sparkling wines; Still wines; Sweet wines; Table wines; White wines

FIRST USE 5-1-2020; IN COMMERCE 5-1-2020

CLASS 35: Retail store services featuring a wide variety of consumer goods of others; Retail store services featuring wines; Retail store services featuring wine variety packs; On-line retail store services featuring a wide variety of consumer goods of others; On-line retail store services featuring wines; On-line retail store services featuring wine variety packs

FIRST USE 5-1-2020; IN COMMERCE 5-1-2020

CLASS 43: Restaurant services; Restaurant services featuring wines and foods; Restaurant services featuring a wine tasting room; Bar and restaurant services; Café and restaurant services; Mobile restaurant services; Pop-up restaurant services

FIRST USE 12-1-2019; IN COMMERCE 12-1-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-716,241, FILED 12-05-2019



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



**TRADEMARK**  
**REEL: 007359 FRAME: 0090**

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.