

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM666455

<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>
GB License, LLC		08/02/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GoBrands, Inc.		
<b>Street Address:</b>	537 N. 3rd Street		
<b>City:</b>	Philadelphia		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19123-2936		
<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>	5900114	WHERE KENTUCKIANS GO TO CELEBRATE LIFE	
<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>	212-801-2168		
<b>Email:</b>	NYTrademarks@gtlaw.com		
<b>Correspondent Name:</b>	Greenberg Traurig, LLP		
<b>Address Line 1:</b>	c/o Masahiro Noda, Esq.		
<b>Address Line 2:</b>	200 Park Avenue, 38th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10166		
<b>NAME OF SUBMITTER:</b>	Arsha Hasan		
<b>SIGNATURE:</b>	/Arsha Hasan/		
<b>DATE SIGNED:</b>	08/10/2021		
<b>Total Attachments: 1</b>			
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CH \$40.00 5900114

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is made as of August 2, 2021 ("Effective Date"), by GB LICENSE, LLC, a limited liability company organized under the laws of the State of Delaware, having its address at 537 N. 3rd Street, Philadelphia, PA 19123-2936 (the "Assignor"), to and in favor of GOBRANDS, INC., a corporation organized under the laws of the State of Delaware, having its address at 537 N. 3rd Street, Philadelphia, PA 19123-2936 (the "Assignee").

WHEREAS, Assignor owns all right, title and interest in and to U.S. federal Trademark Registration No. 5,900,114 for the mark WHERE KENTUCKIANS GO TO CELEBRATE LIFE (hereinafter the "Mark");

WHEREAS, Assignor and Assignee wish to enter into this Agreement in order to assign the Mark from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, sufficiency and receipt of which hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and recover damages and profits for all past, present, and future-third party infringements, if any.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title, and interest in and to said Mark in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor hereby authorizes the Commissioner for Trademarks of the US Patent and Trademark Office to record Assignee as the Assignee and owner of said Mark.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be executed by its duly authorized representative as of the Effective Date.

**GB LICENSE, LLC**

By: Matthew Epps  
Name: Matthew Epps  
Title: AGC