

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM666454

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Rose Spirits, LLC		06/16/2021	Limited Liability Company: KENTUCKY
RECEIVING PARTY DATA			
Name:	GB License, LLC		
Street Address:	537 N. 3rd Street		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19123-2936		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5900114	WHERE KENTUCKIANS GO TO CELEBRATE LIFE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-801-2168		
Email:	NYTrademarks@gtlaw.com		
Correspondent Name:	Greenberg Traurig, LLP		
Address Line 1:	c/o Masahiro Noda, Esq.		
Address Line 2:	200 Park Avenue, 38th Floor		
Address Line 4:	New York, NEW YORK 10166		
NAME OF SUBMITTER:	Arsha Hasan		
SIGNATURE:	/Arsha Hasan/		
DATE SIGNED:	08/10/2021		
Total Attachments: 1			
source=Trademark Assignment - Blue Rose Spirits - GB License LLC#page1.tif			

CH \$40.00 5900114

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of June 16, 2021 ("Effective Date"), by BLUE ROSE SPIRITS, LLC, a limited liability company organized under the laws of the State of Kentucky, having its address at 101 South Fifth Street, Suite 3800, Louisville KY 40202 ("Assignor"), to and in favor of GB LICENSE, LLC, a limited liability company organized under the laws of the State of Delaware, having its address at 537 N 3rd St, Philadelphia, PA 19123-2936 ("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 have entered into a Membership Interest Purchase Agreement dated June 16, 2021, under which Assignee acquired majority interest of Assignor;

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

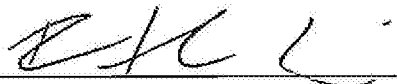
NOW, THEREFORE, for good and valuable consideration, sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and recover 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 Assignor's rights, title, and interest in and to said marks 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 marks

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

BLUE ROSE SPIRITS, LLC

By: 

Name: Edward H. Harrison III

Title: Principal