

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678016

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Home Brew Mart, Inc.		09/23/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Star Catcher LLC		
Street Address:	207 High Point Drive, Building 100		
City:	Victor		
State/Country:	NEW YORK		
Postal Code:	14564		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90286482	LIL SELTZ	
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:	2122185500		
Email:	cbidocket@seyfarth.com		
Correspondent Name:	Julia K. Sutherland		
Address Line 1:	233 South Wacker Drive, Suite 8000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	105820-000006		
NAME OF SUBMITTER:	John C. Heinbockel		
SIGNATURE:	/John C. Heinbockel/		
DATE SIGNED:	09/30/2021		
Total Attachments: 4			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (“**IP Assignment**”), dated as of September 23, 2021, is made by CB Brand Strategies, LLC, a Delaware limited liability company, acting through Home Brew Mart, Inc. (“**Seller**”), 9045 Carroll Way, San Diego, California 92121, in favor of Star Catcher LLC, a Delaware limited liability company, (“**Buyer**”), having its office registered at 207 High Point Dr., Victor, New York, 14564 USA.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration in the amount of USD 1 (one US Dollar), the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller’s right, title, and interest in and to the following (the “**Assigned IP**”):

(a) the trademark registrations and applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the “**Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule 1 hereto;

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this IP Assignment upon request by Buyer. Following the date hereof, upon Buyer’s reasonable request, and at Buyer’s sole cost and expense, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned IP to Buyer, or any assignee or successor thereto.

3. Counterparts. This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.

5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This IP Assignment and any claim, controversy, dispute, or cause of action whether in contract, tort, or otherwise based upon, arising out of, or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule.

[SIGNATURES TO FOLLOW ON NEXT PAGE]

IN WITNESS WHEREOF, Seller has duly executed and delivered this IP Assignment effective as of the date first above written.

HOME BREW MART, INC.

By: Lonette K. Merriman

Name: Lonette K. Merriman

Title: Vice President and Assistant Secretary

Date: September 23, 2021

Address for Notices: 207 High Point Dr, Victor, New York, 14564,
USA

AGREED TO AND ACCEPTED:

STAR CATCHER LLC

By: Lonette K. Merriman

Name: Lonette K. Merriman

Title: Vice President and Assistant Secretary

Date: September 23, 2021

Address for Notices: 207 High Point Dr, Victor, New York, 14564,
USA

SCHEDULE 1

ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark Applications

Mark	Jurisdiction	ITU Status	Application Serial Number	Filing Date
LIL SELTZ	United States	AAU Filed	90286482	10/29/2020