

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM686104

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/02/2021

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GB License California, LLC		11/02/2021	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	GoBrands, Inc.
Street Address:	537 North 3rd Street
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19123
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	3734206	CLUBBEV!
Registration Number:	3734204	BEVMO!
Registration Number:	3569564	BEVMO!
Registration Number:	3219702	BEVMO! BEVERAGES & MORE
Registration Number:	2772521	DAHLIA
Registration Number:	2871307	GINA
Registration Number:	1022205	KAVLANA
Registration Number:	1056239	SENRITA
Registration Number:	2167272	ST. ELMO
Registration Number:	3129465	STEVEN BANNUS
Registration Number:	3415355	TOWER BROOK
Registration Number:	4792151	5 CENT SALE WINES
Registration Number:	4891787	CHALLIS LANE
Registration Number:	5142273	NORDIC STAR
Registration Number:	5147129	PREACHER'S PARDON
Registration Number:	4677754	THIRSTY TIMES
Registration Number:	5034249	UNRULY
Registration Number:	5262043	UNRULY RAMPANT

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1970483	BEVERAGES, & MORE!
Registration Number:	5241521	KAVLANA
Registration Number:	3902050	MAIN & GEARY
Registration Number:	4632903	TRIBUTUS
Registration Number:	5391271	ZINNIA
Registration Number:	2229099	BEVMO!
Registration Number:	2187848	CLUBBEV!

CORRESPONDENCE DATA

Fax Number: 2126872329

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: 212-682-7474

Email: IPDocketing@foley.com

Correspondent Name: Jeffery H. Greene, Foley & Lardner LLP

Address Line 1: 90 Park Avenue

Address Line 4: New York, NEW YORK 10016-1314

NAME OF SUBMITTER:	Jeffery H. Greene
SIGNATURE:	/Jeffery H. Greene/
DATE SIGNED:	11/02/2021

Total Attachments: 3

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NUNC PRO TUNC TRADEMARK ASSIGNMENT


WHEREAS, on or about November 2, 2021 (hereinafter, the “**Effective Date**”), GB License California, LLC, a limited liability company organized in Delaware, with a business address at 537 North 3rd Street, Philadelphia, Pennsylvania 19123 (hereinafter “**Assignor**”), then being the owner of all worldwide right, title and interest in and to the trademarks identified in Schedule A and the corresponding applications, registrations, and goodwill associated therewith (hereinafter referred to as the “**Marks**”), assigned in fact the Marks and registrations therefore, together with that part of the goodwill of the business connected with and symbolized by the Marks, to GoBrands, Inc., a corporation of Delaware, with a business address at 537 North 3rd Street, Philadelphia, Pennsylvania 19123 (hereinafter “**Assignee**”), but without having executed a formal United States trademark assignment document; and

WHEREAS, Assignee now desires such written formal United States assignment in order to publicly record the same;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of the Effective Date and/or as of any time prior to the present when such assignment was in fact equitably affected, to the Assignee, all right, title and interest in and to the Marks, and any application or registration therefor, and that part of the goodwill of the business connected with and symbolized by the Marks, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of the Marks or injury to the said good will, and the right to sue for and recover the same in its, the Assignee’s, own name.

IN WITNESS WHEREOF, this Assignment has been executed by an authorized representative of Assignor as of the date below.

GB LICENSE CALIFORNIA, LLC, as Assignor

Signature:  _____

Printed Name: Matthew Epps

Title: Associate General Counsel

Date: 11/2/2021

SCHEDULE A

Country	Mark	Registration Number	Registration Date (mo / day / year)	Int'l Class	Owner
U.S.A.	CLUBBEV!	3734206	January 5, 2010	35	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	BEVMO!	3734204	January 5, 2010	35	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	BevMo!	3569564	February 3, 2009	35	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	BevMo!	3219702	March 20, 2007	35	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	DAHLIA	2772521	October 7, 2003	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	GINA	2871307	August 10, 2004	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	KAVLANA	1022205	October 7, 1975	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	SEÑORITA	1056239	January 11, 1977	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	ST. ELMO	2167272	June 23, 1998	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	STEVEN BANNUS	3129465	August 15, 2006	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	TOWER BROOK	3415355	April 22, 2008	33	Beverages & More!, Inc. (Delaware Corporation)
U.S.A.	5 CENT SALE WINES	4792151	August 11, 2015	35	Beverages & More, Inc (Delaware Corporation)
U.S.A.	CHALLIS LANE	4891787	January 26, 2016	33	Beverages & More, Inc (Delaware Corporation)
U.S.A.	NORDIC STAR	5142273	February 14, 2017	33	Beverages & More, Inc (Delaware Corporation)
U.S.A.	PREACHER'S PARDON	5147129	February 21, 2017	33	Beverages & More, Inc (Delaware Corporation)
U.S.A.	THIRSTY TIMES	4677754	January 27, 2015	16, 41	Beverages & More, Inc (Delaware Corporation)

Country	Mark	Registration Number	Registration Date (mo / day / year)	Int'l Class	Owner
U.S.A.	UNRULY	5034249	September 6, 2016	33	Beverages & More, Inc (Delaware Corporation)
U.S.A.	UNRULY RAMPANT	5262043	August 8, 2017	33	Beverages & More, Inc (Delaware Corporation)
U.S.A.	BEVERAGES, & MORE!	1970483	April 23, 1996	42	Beverages & More, Inc. (Delaware Corporation)
U.S.A.	KAVLANA	5241521	July 11, 2017	33	Beverages & More, Inc. (Delaware Corporation)
U.S.A.	MAIN & GEARY	3902050	January 4, 2011	33	Beverages & More, Inc. (Delaware Corporation)
U.S.A.	TRIBUTUS	4632903	November 4, 2014	33	Beverages & More, Inc. (Delaware Corporation)
U.S.A.	ZINNIA	5391271	January 30, 2018	33	Beverages & More, Inc. (Delaware Corporation)
U.S.A.	BEVMO!	2229099	March 2, 1999	35	Beverages, & More!, Inc. (Delaware Corporation)
U.S.A.	CLUBBEV!	2187848	September 8, 1998	35	Beverages, & More!, Inc. (Delaware Corporation)