

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM694393

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900654908

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WIT Beverage Company		08/27/2021	Corporation: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	Sprecher Brewing Company, LLC
<b>Street Address:</b>	701 West Glendale
<b>City:</b>	Glendale
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53209
<b>Entity Type:</b>	Limited Liability Company: WISCONSIN

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	4824154	CARUSO'S
Registration Number:	4615859	WBC
Registration Number:	4223611	BLACK BEAR
Registration Number:	4805161	OAK CREEK BARREL AGED SODAS
Registration Number:	2533923	CLAIRE BAIE
Registration Number:	4596321	CLAIRE BAIE
Registration Number:	0129217	GREEN RIVER
Registration Number:	0669029	GREEN RIVER

## CORRESPONDENCE DATA

Fax Number: 2627850162

*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: 262-785-0160

Email: info@itspatentable.com

Correspondent Name: Donald J. Ersler

Address Line 1: 1165 Terrace Drive

Address Line 4: Elm Grove, WISCONSIN 53122-2040

ATTORNEY DOCKET NUMBER: 4282

<b>NAME OF SUBMITTER:</b>	Donald J. Ersler
<b>SIGNATURE:</b>	/Donald J. Ersler/
<b>DATE SIGNED:</b>	12/13/2021
<b>Total Attachments: 6</b> source=All WIT to Sprecher US TM Assignments 4282#page1.tif source=All WIT to Sprecher US TM Assignments 4282#page2.tif source=All WIT to Sprecher US TM Assignments 4282#page3.tif source=All WIT to Sprecher US TM Assignments 4282#page4.tif source=All WIT to Sprecher US TM Assignments 4282#page5.tif source=All WIT to Sprecher US TM Assignments 4282#page6.tif	

**ASSIGNMENT**  
"Caruso's"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using a mark entitled, "Caruso's" which was registered in the United States Patent and Trademark Office on August 29, 2015 as follows:

**Registration No.:** 4824154  
**Serial No.:** 86602756

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the mark, and the above identified trademark application thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said mark and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

8/27/2021

Dated this \_\_\_\_ day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:

*Paul Kassis*

By: 9661E14C267B4C8  
Paul Kassis

Its: President

**ASSIGNMENT**  
"WBC"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using a mark entitled, "WBC" which was registered in the United States Patent and Trademark Office on October 7, 2014 as follows:

**Registration No.:** 4615859  
**Serial No.:** 85850754

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the mark, and the above identified trademark application thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said mark and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

8/27/2021

Dated this \_\_\_\_ day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:

*Paul Kassis*

By: Paul Kassis

Its: President

**ASSIGNMENT**  
"Black Bear"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using a mark entitled, "Black Bear" which was registered in the United States Patent and Trademark Office on October 16, 2012 as follows:

**Registration No.:** 4223611  
**Serial No.:** 77492549

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the mark, and the above identified trademark application thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said mark and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

8/27/2021  
Dated this \_\_\_\_ day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:

*Paul Kassis*

By: 9661E14C267B4C8...  
Paul Kassis

Its: President

**ASSIGNMENT**  
"Oak Creek Barrel Aged Sodas"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using a mark entitled, "Oak Creek Barrel Aged Sodas" which was registered in the United States Patent and Trademark Office on September 1, 2015 as follows:

**Registration No.:** 4805161  
**Serial No.:** 86313539

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the mark, and the above identified trademark application thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said mark and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

Dated this 8/27/2021 day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:  
*Paul Kassis*  
By: \_\_\_\_\_  
Its: President

**ASSIGNMENT**  
"Claire Baie"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using marks entitled, "Claire Baie" which were registered in the United States Patent and Trademark Office as follows:

January 29, 2002	September 2, 2014
<b>Registration No.:</b> 2533923	<b>Registration No.:</b> 4596321
<b>Serial No.:</b> 76152283	<b>Serial No.:</b> 86161436

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the marks, and the above identified trademark applications thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said marks and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

8/27/2021

Dated this \_\_\_\_ day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:

*Paul Kassis*

By: 9661E14C267B4C8...

Its: President

**ASSIGNMENT**  
"Green River"

**WHEREAS**, WIT Beverage Company, a California corporation, with its principal offices at: 1822 Buenaventura Blvd., Suite 101, Redding, California 96001, has adopted used and is using marks entitled, "Green River" which were registered in the United States Patent and Trademark Office as follows:

October 28, 1958		January 27, 1920	
Registration No.:	0669029	Registration No.:	0129217
Serial No.:	72042213	Serial No.:	71120437

**WHEREAS**, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

**NOW THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, WIT Beverage Company hereby sells, assigns and transfers to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the marks, and the above identified trademark applications thereof.

**FURTHER**, WIT Beverage Company covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said marks and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

8/27/2021

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2021

**WIT BEVERAGE COMPANY**

DocuSigned by:

*Paul Kassis*

By: \_\_\_\_\_  
9661E14C267B4C8.S

Its: President