

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM695703

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anheuser-Busch Companies, LLC		11/01/2021	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	Grant's Farm LLC		
Street Address:	10501 Gravois Road		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63132		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1139492	GRANT'S FARM	
Registration Number:	1544726	GRANT'S FARM	
Registration Number:	1908432	GRANT'S FARM	
Registration Number:	1961396	GRANT'S FARM	
Registration Number:	1952353	GRANT'S FARM	
CORRESPONDENCE DATA			
Fax Number:	8169838080		
<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:	8169838000		
Email:	PTO-KC@huschblackwell.com		
Correspondent Name:	Husch Blackwell LLP		
Address Line 1:	4801 Main Street, Suite 1000		
Address Line 4:	Kansas City, MISSOURI 64112		
NAME OF SUBMITTER:	Olivia Miller		
SIGNATURE:	/Olivia Miller/		
DATE SIGNED:	12/17/2021		
Total Attachments: 5			
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ASSIGNMENT OF IP

This Assignment of IP ("Assignment"), effective as of November 1, 2021 (the "Commencement Date"), is entered into by and between Anheuser-Busch Companies, LLC, a Missouri limited liability company ("AB"), and Grant's Farm LLC, a Missouri limited liability company ("GF"), pursuant to that certain Grant's Farm Sponsorship and Asset Transfer Agreement dated October 22, 2021 by and among AB, GF and GF Property Holding LLC (the "Transfer Agreement"). Terms capitalized herein and not otherwise defined shall have the meanings ascribed to them in the Transfer Agreement.¹

WHEREAS, AB owns the following domain name (the "Domain Name"):

www.grantsfarm.com

WHEREAS, AB owns the following social media accounts (the "Social Media Accounts"):

<https://www.facebook.com/GrantsFarm>

<https://www.instagram.com/grantsfarm>

WHEREAS, pursuant to the Transfer Agreement, AB desires and intends to transfer and assign to GF all of AB's rights, title and interest in and to the Domain Name, the Social Media Accounts and any and all Web page content, copyrights, or underlying code or documentation associated with the Domain Name and/or Social Media Accounts (together, the "Site Content") and GF desires to acquire such rights, title and interest.

WHEREAS, pursuant to the Transfer Agreement, AB desires and intends to transfer and assign to GF all of AB's rights, title and interest in the "Grant's Farm" name, logo, and the common law and registered trademarks provided on Exhibit A hereto (collectively, the "Trademarks") and GF desires to acquire such rights, title and interest.

NOW, THEREFORE, pursuant to the terms and conditions of the Transfer Agreement, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, AB and GF agree as follows:

1. Assignment. AB hereby irrevocably assigns and conveys to GF any and all of its right, title, and interest in and to the Trademarks, including all goodwill associated therewith, and the right to sue for and the remedies resulting from past and future infringement of the foregoing, and rights of protection of interest therein under the laws of all jurisdictions. AB authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all Trademarks to GF, as assignee of the entire right, title, and interest therein or otherwise as GF may direct. AB hereby irrevocably assigns and conveys to GF all of AB's current and future rights, title and interest in and to the Domain Name, Social Media Accounts and Site Content, including without limitation any trademarks, copyrights and other intellectual property rights in or to, or arising out of, the Domain Name, the Social Media Accounts or Site Content, and including without limitation any revisions, alterations, variations or derivative works thereof, and any and all manners of dimensions, presentations, embodiments and/or forms thereof, in all media whether or not currently in existence, and whether or not

¹ NTD, when the IP Disclosure schedule is complete, this assignment should be updated to pick up all IP referenced thereon.

subject to intellectual property protection, and all the goodwill associated therewith (collectively, along with the Trademarks, the “Assigned IP”).

2. Transfer of Rights. Immediately upon execution of this Assignment, AB agrees to execute any forms and documents, and take any other action, necessary to effectuate the transfers of the Assigned IP to GF, including, but not limited to, authorizing the change of registered ownership of the Domain Name and Social Media Accounts with any applicable registrar or other authorized entity. AB further agrees to take any other action necessary or reasonably requested by GF to confirm ownership and perfect the title to the Assigned IP, its successors and assigns.

3. AB’s Undertakings. AB and its affiliated companies, and any companies controlled or managed by AB, agree not to take any action to: (a) interfere with, oppose, challenge or otherwise object to the use or registration by GF of the Assigned IP, or any names, domain names, marks, works or designs confusingly or substantially similar thereto; or (b) use, adopt or register the Assigned IP.

4. Relationship to Transfer Agreement. This Assignment is executed and delivered to implement, and not to modify, the Transfer Agreement, without recourse and without representation or warranty, whether express, implied, or created by operation of law, except as provided in the Transfer Agreement. AB and GF acknowledge and agree that neither the representations or warranties nor any of the rights, obligations, or remedies of any party under the Transfer Agreement shall be deemed to be modified or altered in any way by this Assignment. If any of the provisions hereof are in conflict with the provisions of the Transfer Agreement, the Transfer Agreement shall control.

5. Interpretation. Titles and headings to sections herein are inserted for convenience of reference only and are not intended to be a part of or to affect the meaning or interpretation of this Assignment. Whenever the context requires in this Assignment, the singular shall include the plural, and vice versa. This Assignment shall be construed without regard to any presumption or rule requiring construction or interpretation against the party drafting or causing any instrument to be drafted.

6. Successors and Assigns. This Assignment shall be binding upon, and shall inure to the benefit of, AB and GF, and their respective successors and assigns.

7. Governing Law. This Assignment shall be governed by and construed in accordance with the laws of Missouri, regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

8. Counterparts. This Assignment may be executed in one or more counterparts, any one of which need not contain the signatures of more than one party, but all such counterparts taken together will constitute one and the same instrument. A signed copy of this Assignment delivered by facsimile, “pdf” or other electronic means shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

[signature page follows]

IN WITNESS WHEREOF, the undersigned have executed this Assignment of IP as of the Commencement Date set forth above.

AB:

GF:

ANHEUSER-BUSCH COMPANIES, LLC

Grant's Farm LLC

By: Jeff Knapper
Name: Jeff Knapper

By: [Signature]
Name: Robert Hermann

Title: Senior Director Heritage Operations and Authorized Agent

Title: Authorized Representative

By: Tom Larson
Name: Thomas Larson
Title: Secretary

Exhibit A

- www.grantsfarm.com
- The name “Grant’s Farm”
- The name “Grant’s Farm Syrup”
- Any logos primarily used in connection with the Farm, including:



- Any logos primarily used in connection with a GF Product
- The following social media accounts:

<https://www.facebook.com/GrantsFarm>

<https://www.instagram.com/grantsfarm>

- The following registered IP (the “Registered IP Schedule”):

TM/Disclaimer	Status/Key Dates	Full Goods/Services	App. No./Reg. No.
GRANT’S FARM	Renewed, December 12, 2020 Office Status: Registered and Renewed Int’l Class: 41 First Use: May, 1954 Filed: August 14, 1978 Registered: September 9, 1980 Last Renewal: September 9, 2020 Register Type: Principal Register	Int’l Class: 41 (Int’l Class: 41) Entertainment and Recreational Services-Namely, Providing a Game Preserve, an Historical Museum and a Scenic Place for Meetings	RN: 1139492 SN: 73182068
GRANT’S FARM	Renewed, December 27, 2019 Office Status: Registered and Renewed Int’l Class: 30 First Use: April 30, 1984 Filed: July 5, 1988 Registered: June 20, 1989 Last Renewal: June 20, 2019 Register Type: Principal Register	Int’l Class: 30 (Int’l Class: 30) bread	RN: 1544726 SN: 73738278
GRANT’S FARM	Renewed, December 12, 2014 Office Status: Registered and Renewed Int’l Class: 16 First Use: 1967 Filed: May 20, 1994 Registered: August 1, 1995 Last Renewal: August 1, 2015	Int’l Class: 16 (Int’l Class: 16) [pencils,] pens, [pencil cases,] maps, [stationery, plastic slates for writing, address books, bumper stickers,] playing cards, merchandise bags, and postcards	RN: 1908432 SN: 74528150

TM/Disclaimer	Status/Key Dates	Full Goods/Services	App. No./Reg. No.
	Register Type: Principal Register		
GRANT'S FARM	Renewed, April 7, 2016 Office Status: Registered and Renewed Int'l Class: 25 First Use: 1970 Filed: May 20, 1994 Registered: March 12, 1996 Last Renewal: March 12, 2016 Register Type: Principal Register	Int'l Class: 25 (Int'l Class: 25) clothing, namely, T-shirts, sweatshirts, [tank tops,] headwear, [shorts, ponchos,] and infant wear	RN: 1961396 SN: 74528559
GRANT'S FARM	Renewed, September 8, 2016 Office Status: Registered and Renewed Int'l Class: 21 First Use: 1985 Filed: May 20, 1994 Registered: January 30, 1996 Last Renewal: January 30, 2016 Register Type: Principal Register	Int'l Class: 21 (Int'l Class: 21) drinking vessels,[porcelain bells, candy dishes, decorative plates,] insulated wrappers for canned and bottled beverages	RN: 1952353 SN: 74528560