

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM710543

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Double or Nothing LLC		02/23/2022	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	O'Neill Beverages Co. LLC		
Street Address:	8418 South Lac Jac Avenue		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6556146	GAME BOX	
CORRESPONDENCE DATA			
Fax Number:	5135796457		
<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:	5135621401		
Email:	mhurst@kmklaw.com		
Correspondent Name:	J. Michael Hurst		
Address Line 1:	One East Fourth Street, Suite 1400		
Address Line 4:	CINCINNATI, OHIO 45202-3752		
NAME OF SUBMITTER:	J. Michael Hurst		
SIGNATURE:	/j. michael hurst/		
DATE SIGNED:	02/25/2022		
Total Attachments: 1			
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OP \$40.00 6556146

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into by Double or Nothing LLC, a California limited liability company (“Assignor”), in favor of O’Neill Beverages Co. LLC, a Delaware limited liability company doing business as O’Neill Vintners and Distillers (“Assignee”).

WHEREAS, Assignor is the owner of the trademark, GAME BOX, a standard character mark that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 6,556,146.

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to all of the above-identified mark (“Mark”) and registration (“Registration”), including, without limitation, all common law rights relating to the Mark and all renewals and extensions that may be granted in connection with the Registration, together with the goodwill of Assignor’s business associated with the Mark and Registration;

NOW, THEREFORE, for the amount of US \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns, sells and sets over to Assignee all right, title and interest in and to the Mark and Registration, together with the goodwill of Assignor’s business symbolized by the Mark and Registration, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).

2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year set forth below.

DOUBLE OR NOTHING LLC

By: *Jack Cott*

Its: LLC Manager

Date: 2.23.22