

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM761669

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Santa Barbara Brewing Company, L.L.C.		12/01/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Santa Barbara Brewing Company, LLC		
Street Address:	820 Vales St.		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93109		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5538213	RINCON RED	
CORRESPONDENCE DATA			
Fax Number:	8055648262		
<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:	8059654400		
Email:	Kurt@incip.com		
Correspondent Name:	Kurt Koenig		
Address Line 1:	920 Garden St.		
Address Line 4:	Santa Barbara, CALIFORNIA 93101		
NAME OF SUBMITTER:	Kurt Koenig		
SIGNATURE:	/Kurt Koenig/		
DATE SIGNED:	10/17/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made as of **December 1, 2019** ("Effective Date") from **Santa Barbara Brewing Company, L.L.C.**, a Delaware limited liability company ("ASSIGNOR") to **Santa Barbara Brewing Company, LLC**, a California limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR owns the rights to the trademarks ("Marks") described in **Schedule A**, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with all the Goods and/or Services on which the Marks have been used by ASSIGNOR ("Goods/Services"); and

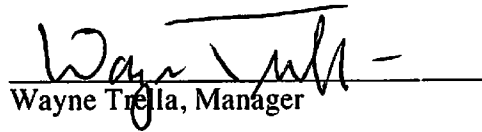
WHEREAS, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and in perpetuity, together with (1) the goodwill of the business relating to the Goods/Services in respect upon which the Marks are and have been used; (2) all income, fees, payments, royalties, and damages now or hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all reasonably necessary documents, papers, forms, and authorizations and take all other reasonably necessary actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks. ASSIGNOR further appoints ASSIGNEE, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as may be reasonably necessary to secure to ASSIGNEE, or to its successors or assigns, the rights hereby transferred.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

Santa Barbara Brewing Company, L.L.C.


Wayne Trella, Manager

SCHEDULE A

	Mark	Applic. Serial No. / Registration No.	Applic. Filing Date / Registration Date
1	RINCON RED	87332318	02/10/2017
		5538213	08/14/2018
