

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM767139

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FitVine, LLC		11/07/2022	Limited Liability Company: RHODE ISLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	O'Neill Beverages Co. LLC		
<b>Street Address:</b>	8418 South Lac Jac Avenue		
<b>City:</b>	Parlier		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93648		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87325215	DRINK CLEAN	
<b>Serial Number:</b>	87325265	DRINK CLEAN DRINK FITVINE	
<b>Serial Number:</b>	90809188	DRINK WINE. NOT SUGAR.	
<b>Serial Number:</b>	87759803	F V	
<b>Serial Number:</b>	88976790	FEEL YOUR FIT	
<b>Serial Number:</b>	87325194	FIT WINE	
<b>Serial Number:</b>	86597560	FITVINE	
<b>Serial Number:</b>	87759802	FITVINE	
<b>Serial Number:</b>	87759798	HOLIDAY RED	
<b>Serial Number:</b>	97308498	KEEP IT REAL	
<b>Serial Number:</b>	88976789	LIVE YOUR FIT	
<b>Serial Number:</b>	88980499	LIVE YOUR FIT	
<b>Serial Number:</b>	86597528	WE CRUSH GRAPES YOU CRUSH LIFE	
<b>Serial Number:</b>	87759804	WE CRUSH GRAPES, YOU CRUSH LIFE	
<b>Serial Number:</b>	90809184	WINE WITHOUT THE SACRIFICE.	
<b>Serial Number:</b>	86597550		
<b>Serial Number:</b>	87759805		
<b>CORRESPONDENCE DATA</b>			

OP \$440.00 87325215

**Fax Number:** 5135796457

***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:** 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

<b>NAME OF SUBMITTER:</b>	J. Michael Hurst
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<b>SIGNATURE:</b>	/j. michael hurst/
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<b>DATE SIGNED:</b>	11/10/2022
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**Total Attachments: 6**

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**Assignment of Trademarks**

This Assignment of Trademarks is made and entered into this 7<sup>th</sup> day of November, 2022 (the “Effective Date”) by and between FitVine, LLC, a Rhode Island limited liability company located at 42-C County Street, Berkley, Massachusetts, 02779 (“Assignor”) and O’Neill Beverages Co. LLC, a Delaware limited liability company located at 8418 South Lac Jac Avenue, Parlier, California, 93648 (“Assignee”).

**Whereas**, Assignor has adopted and is the exclusive owner of all right, title, and interest in and to the trademarks set forth in the attached Exhibit A (hereinafter, the “Marks”); and

**Whereas**, pursuant to the Asset Purchase Agreement between Assignor and Assignee dated October 18, 2022, Assignee desires to acquire all right, title and interest in and to the Marks, along with the goodwill associated therewith.

**Now Therefore**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and the entirety of the business to which the Marks pertain, and the registrations, applications and/or common law uses thereof.

**In Witness Whereof**, Assignor has caused this instrument to be duly executed as of the Effective Date.


**FitVine, LLC**

*Eric A Bradley*



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Eric A. Bradley  
Manager

**Exhibit A**

<b>Mark</b>	<b>Goods/Services</b>	<b>Status/Key Dates</b>
<b>DRINK CLEAN</b> RN: 5854139 SN: 87325215	(Int'l Class: 33) wine, spirits and liquors	<b>Registered</b> First Use: September 1, 2016 Filed: February 6, 2017 Registered: September 10, 2019
<b>DRINK CLEAN DRINK FITVINE</b> RN: 5854140 SN: 87325265	(Int'l Class: 33) wine, spirits and liquors	<b>Registered</b> First Use: September 1, 2016 Filed: February 6, 2017 Registered: September 10, 2019
<b>DRINK WINE. NOT SUGAR.</b> SN: 90809188	(Int'l Class: 25) Hats; Shirts; Shorts; Sweatshirts; Yoga pants (Int'l Class: 33) Wine	Pending Filed: July 2, 2021
  RN: 6458472 SN: 87759803	(Int'l Class: 33) Wines	<b>Registered</b> First Use: June 1, 2017 Filed: January 18, 2018 Registered: August 24, 2021
<b>FEEL YOUR FIT</b> SN: 88976790	(Int'l Class: 33) Wines, spirits, and liquors	Allowed Filed: August 19, 2019
<b>FIT WINE</b> RN: 5333552 SN: 87325194 Disclaimer: "WINE"	(Int'l Class: 33) wine	<b>Registered</b> First Use: September 1, 2016 Filed: February 6, 2017 Registered: November 14, 2017
<b>FITVINE</b> RN: 4858842 SN: 86597560	(Int'l Class: 33) Wines	<b>Registered</b> First Use: January 1, 2015 Filed: April 14, 2015

Mark	Goods/Services	Status/Key Dates
		Registered: November 24, 2015
<b>FITVINE</b> SN: 87759802	(Int'l Class: 25) Clothing, namely, hats and shirts	Pending First Use: June, 2016 Filed: January 18, 2018
<b>HOLIDAY RED</b> RN: 5554238 SN: 87759798 Disclaimer: "RED"	(Int'l Class: 33) Wines	<b>Registered</b> First Use: November 1, 2017 Filed: January 18, 2018 Registered: September 4, 2018
<b>KEEP IT REAL</b> SN: 97308498	(Int'l Class 33) Wine	Pending Filed: March 11, 2022
<b>LIVE YOUR FIT</b> SN: 88976789	(Int'l Class: 33) Spirits and liquors	Allowed Filed: August 19, 2019
<b>LIVE YOUR FIT</b> RN: 6297110 SN: 88980499	(Int'l Class: 33) Wines	<b>Registered</b> First Use: September, 2019 Filed: August 19, 2019 Registered: March 16, 2021
<b>WE CRUSH GRAPES YOU CRUSH LIFE</b> RN: 4858840 SN: 86597528	(Int'l Class: 33) Wines	<b>Registered</b> First Use: January 1, 2015 Filed: April 14, 2015 Registered: November 24, 2015
<b>WE CRUSH GRAPES, YOU CRUSH LIFE</b> RN: 6741845 SN: 87759804	(Int'l Class: 33) Wines	<b>Registered</b> First Use: June 1, 2017 Filed: January 18, 2018 Registered: May 31, 2022
<b>WINE WITHOUT THE SACRIFICE.</b> SN: 90809184	(Int'l Class: 25) Hats; Shirts; Shorts; Sweatshirts; Yoga pants (Int'l Class: 33) Wine	Pending Filed: July 2, 2021

Mark	Goods/Services	Status/Key Dates
 RN: 4858841 SN: 86597550	(Int'l Class: 33) Wines	<i>Registered</i> First Use: January 1, 2015 Filed: April 14, 2015 Registered: November 24, 2015
 RN: 6741846 SN: 87759805	(Int'l Class: 33) Wines	<i>Registered</i> First Use: January 1, 2015 Filed: January 18, 2018 Registered: May 31, 2022

**SIGNATURE CERTIFICATE**



**REFERENCE NUMBER**

3EB1B175-D378-44A9-9397-BCABF80031CB

**TRANSACTION DETAILS**

**Reference Number**  
3EB1B175-D378-44A9-9397-BCABF80031CB

**Transaction Type**  
Signature Request

**Sent At**  
11/06/2022 17:07 EST

**Executed At**  
11/06/2022 17:52 EST

**Identity Method**  
email

**Distribution Method**  
email

**Signed Checksum**  
e791523bbe8761837372be57bca87bb8fd99ebed25bd884c78d5cf1ca959297f

**DOCUMENT DETAILS**

**Document Name**  
Tm Assignment - Fitvine To O Neill Final 19291162

**Filename**  
tm\_assignment\_-\_fitvine\_to\_o\_neill\_final\_19291162.pdf

**Pages**  
4 pages

**Content Type**  
application/pdf

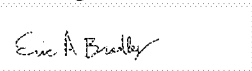
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**Original Checksum**  
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**Signer Sequencing**  
Disabled

**Document Passcode**  
Disabled

**SIGNERS**

SIGNER	E-SIGNATURE	EVENTS
<p><b>Name</b> Eric A. Bradley</p> <p><b>Email</b> eric.bradley@npgco.com</p> <p><b>Components</b> 1</p>	<p><b>Status</b> signed</p> <p><b>Multi-factor Digital Fingerprint Checksum</b> 97b9e75545d1b86dfa33173d2ea984578035c2d2de9d75106fce9a17be22aa5a</p> <p><b>IP Address</b> 136.37.198.225</p> <p><b>Device</b> Chrome via Mac</p> <p><b>Drawn Signature</b> </p> <p><b>Signature Reference ID</b> 8FABEBBA</p> <p><b>Signature Biometric Count</b> 437</p>	<p><b>Viewed At</b> 11/06/2022 17:51 EST</p> <p><b>Identity Authenticated At</b> 11/06/2022 17:52 EST</p> <p><b>Signed At</b> 11/06/2022 17:52 EST</p>

**AUDITS**

TIMESTAMP	AUDIT
11/06/2022 17:07 EST	Patrick Lawhon (plawhon@spencerfane.com) created document 'tm_assignment_-_fitvine_to_o_neill_final_19291162.pdf' on Chrome via Windows from 72.229.240.125.
11/06/2022 17:07 EST	Eric A. Bradley (eric.bradley@npgco.com) was emailed a link to sign.
11/06/2022 17:51 EST	Eric A. Bradley (eric.bradley@npgco.com) viewed the document on Chrome via Mac from 103.30.15.78.
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