

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM786439

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plum (ABC), LLC		12/23/2022	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	C&A IP Holdings, LLC		
Street Address:	114 Tived Lane East		
City:	Edison		
State/Country:	NEW JERSEY		
Postal Code:	08837		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5134135	PLUM	
Registration Number:	5546310		
Registration Number:	5546311	PLUM	
Registration Number:	5525385	FOR LOVE OF WINE	
Registration Number:	5429062	JUST AS THE WINEMAKER INTENDED	
Registration Number:	4190923	FLOW FOR LOVE OF WINE	
CORRESPONDENCE DATA			
Fax Number:	9142880023		
<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:	9148219073		
Email:	tmdocket@leasonellis.com		
Correspondent Name:	Peter Sloane		
Address Line 1:	Leason Ellis LLP		
Address Line 2:	One Barker Avenue, Fifth Floor		
Address Line 4:	White Plains, NEW YORK 10601		
NAME OF SUBMITTER:	Michelle Levin		
SIGNATURE:	/michelle levin/		
DATE SIGNED:	02/13/2023		

OP \$165.00 5134135

Total Attachments: 3

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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS CONFIRMATORY ASSIGNMENT, effective as of December 23, 2022, by and Plum (ABC), LLC, a California limited liability company (“Assignor”) on the one hand, and C&A IP Holdings, LLC, a limited liability company organized under the laws of the state of Delaware, with an address of 114 Tived Lane East Edison, New Jersey 08837 USA (“Assignee”) on the other hand, confirms the assignment of intellectual property rights pursuant to the written agreement entitled ASSET PURCHASE AGREEMENT that was by and between the parties hereto.

WHEREAS, the Assignor was the owner of the trademarks listed on the attached Schedule A, including the registrations and applications therefor, and all goodwill associated therewith (collectively, the “Trademarks”);

WHEREAS, the Assignor assigned the Trademarks to the Assignee by virtue of the Asset Purchase Agreement, which is effective as of December 23, 2022;

WHEREAS, the Assignor and Assignee acknowledge that the Assignee included in this CONFIRMATORY ASSIGNMENT is updated from the one identified in the Asset Purchase Agreement;

WHEREAS, the Assignor and Assignee agree that if there is any discrepancy between this document and the ASSET PURCHASE AGREEMENT, this Confirmatory Assignment shall control.

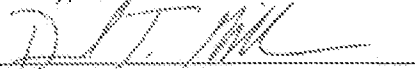
NOW, THEREFORE, for good and valuable consideration in the sum of ten dollars (US \$10.00), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms that it assigned to Assignee all right, title and interest in and to the Trademarks and the and applications and registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and the business of the Assignor, or portion thereof, to which the trademark pertains, if that business is ongoing and existing, and with all claims that could be asserted by Assignor against third-parties arising out of or relating to the use or ownership of the Trademarks.

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**TRADEMARK
REEL: 007974 FRAME: 0423**

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date above written.


Plum (ABC), LLC

By: 

Name: David Miller

Title: Manager

C&A IP Holdings, LLC

By: 

Name: Chayim Prokorski

Title: Manager

SCHEDULE A

<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>APP. NO.</u>	<u>REG. NO.</u>
U.S.	PLUM	86/479,767	5,134,135
U.S.	PLUM ICON (AND DESIGN)	86/884,913	5,546,310
U.S.	PLUM	86/884,916	5,546,311
U.S.	FOR LOVE OF WINE	87/098,154	5,525,385
U.S.	JUST AS THE WINEMAKER INTENDED	87/061,454	5,429,062
U.S.	FLOW FOR LOVE OF WINE	77/579,593	4,190,923
China	PLUM	1306576	1306576
China	PLUM ICON (AND DESIGN)	1312818	1312818
China	PLUM	6906727	6906727
China	PLUM	6906729	6906729
China	PLUM and Design	28677411	28677411
China	PLUM and Design	28681740	28681740
E.U.	PLUM	1306576	1306576
E.U.	PLUM ICON (AND DESIGN)	1312818	1312818
U.K.	PLUM	3173709	3173709
U.K.	PLUM (DESIGN)	3173701	3173701
WIPO	PLUM	1306576	1306576
WIPO	PLUM ICON (AND DESIGN)	1312818	1312818
South Africa	PLUM		2008/16817
Hong Kong	PLUM	301162025	301162025
New Zealand	PLUM	789068	789068

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