

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM807140

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The 86 Company		03/13/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Brown-Forman Corporation		
Street Address:	850 Dixie Highway		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40210		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Serial Number:	85699096	86	
Serial Number:	85315906	AYLESBURY DUCK	
Serial Number:	88459269	DRY GIN	
Serial Number:	87960291	FORDS GIN	
Serial Number:	85592626	CABEZA	
Serial Number:	85369266	CAÑA BRAVA	
Serial Number:	85315916	FORDS GIN	
Serial Number:	90815416	FORDS GIN	
Serial Number:	97589136	FORDS GIN	
Serial Number:	88459274	FORDS GIN	
Serial Number:	88459359	FORDS GIN	
Serial Number:	88602896	FORDS GIN THE COCKTAIL GIN	
Serial Number:	90296153	JOURNEYS IN GIN	
Serial Number:	88459374		
Serial Number:	88459371		
Serial Number:	90225636	OFFICERS' RESERVE	
Serial Number:	97668548	SHAKE UP THE JOURNEY	
Serial Number:	86442518	THE EIGHTY SIX CO. NOISE AND SPIRITS	

CH \$465.00 85699096

CORRESPONDENCE DATA**Fax Number:**

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: 4154465225
Email: jdpilegal@b-f.com
Correspondent Name: Ryan Scott Osterweil
Address Line 1: 4040 Civic Center Drive
Address Line 2: Suite 528
Address Line 4: San Rafael, CALIFORNIA 94903

ATTORNEY DOCKET NUMBER:	AG81120916
NAME OF SUBMITTER:	Ryan Scott Osterweil
SIGNATURE:	/Ryan Scott Osterweil/
DATE SIGNED:	05/01/2023

Total Attachments: 9

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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the "Assignment") is made as of the 13 day of March 2023, by and between THE 86 COMPANY, a Delaware corporation with an address of 850 Dixie Highway, Louisville, Kentucky 40210 ("Assignor"), and BROWN-FORMAN CORPORATION, a Delaware corporation with an address of 850 Dixie Highway, Louisville, Kentucky 40210 ("Assignee").

In connection with the Plan of Liquidation and Dissolution adopted by the board of directors and the sole shareholder of Assignor on January 31, 2023, Assignor wishes to assign certain trademarks, patents and other rights to Assignee as set forth herein and has agreed to execute and deliver this Assignment for recording with the United States Patent and Trademark Office and corresponding entities or agencies in other applicable jurisdictions.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest in and to the following:

1. The trademark registrations and trademark applications set forth on Schedule A hereto (collectively, the "Marks");
2. The goodwill of the business symbolized by the Marks;
3. All issued registrations, pending applications, extensions and renewals with respect to the Marks;
4. The patents and patent applications set forth on Schedule B hereto and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof;
5. All rights in and to the agreement set forth on Schedule C hereto.
6. All copyright rights owned by Assignor, including in and to any artwork, bottle designs, marketing materials, or other works created by or previously assigned to Assignor;
7. All rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
8. All claims and causes of action with respect to the foregoing, including any rights and claims for damages and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such relief and to collect and recover any damages.

Assignor will execute any and all additional documents necessary to transfer ownership, title and registration of the foregoing to Assignee and will cooperate with Assignee with respect to such steps as may be necessary to record, effect, or evidence the assignment to Assignee of all of the foregoing.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment on the date first above written.

THE 86 COMPANY

By: Jaileah V. Huddle

Printed name: Jaileah Huddleston
Title: Director & Secretary

Commonwealth of Kentucky)
) :ss
County of Jefferson)

The foregoing instrument was acknowledged before me this 13th day of March 2023, by Jaileah V. Huddleston.

Notary Public Jenna Hagan
KY NP 61287
My Commission expires: 10/31/2026

BROWN FORMAN CORPORATION

By: Mary Barrazotto

Printed name: Mary Barrazotto
Title: Senior Vice President Deputy General Counsel



Commonwealth of Kentucky)
) :ss
County of Jefferson)

The foregoing instrument was acknowledged before me this 13th day of March 2023, by Mary Barrazotto.

Notary Public Lisa K. Guess
My Commission expires: 9/22/2025



LISA K. GUESS
NOTARY PUBLIC
Kentucky, State At Large
Commission # KYNP37359
My Commission Expires 9/22/2025



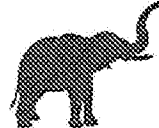
**Schedule A
Trademarks**

Trademark	Image	Country	App. No.	Reg. No	Classes & Goods
FORDS GIN		Argentina	3806834	3101012	[33] GIN.
FORDS GIN & Design (Logo Version 2)		Australia	2216103	2216103	[33] Gin
OFFICERS' RESERVE		Australia	2163770	2163770	[33] Gin
THE WORLD IS YOUR COCKTAIL		Australia	2299948		[33] Gin
FORDS GIN		Brazil	917459490	917459490	[33] Gin
JOURNEYS IN GIN		Brazil	922722722		[33] Gin
THE WORLD IS YOUR COCKTAIL		Brazil	928197883		[33] Gin
FORDS GIN		Canada	1986502		[33] Gin
FORDS GIN		Canada	2116935		[33] Mixed alcoholic cocktails containing gin
FORDS GIN (& Design)		Canada	2215537		[33] Gin and mixed alcoholic beverages containing gin
JOURNEYS IN GIN		Canada	2101179		[33] Gin
OFFICERS' RESERVE		Canada	2092200		[33] Gin
FORDS GIN		Chile	1325594	1314787	[33] Gin
FORDS GIN		China	38617137	38617137	[33] Gin
FORDS GIN		China	65527936		[33] Gin and beverages containing gin



Trademark	Image	Country	App. No.	Reg. No	Classes & Goods
FORDS GIN (Chinese Characters)	富兹金酒	China	65482573	65482573	[33] Gin
AYLESBURY DUCK		EUTM	012314118	012314118	[33] Vodka
CABEZA		EUTM	012314084	012314084	[33] Tequila
CAÑA BRAVA		EUTM	012314068	012314068	[33] Rum
FORDS GIN		EUTM	012314092	012314092	[33] Gin.
THE 86 CO.		EUTM	012314126	012314126	[33] Spirits, namely, rum, vodka, tequila, gin
THE WORLD IS YOUR COCKTAIL		EUTM	018759713		[33] Gin
FORDS GIN		Hong Kong	304947382	304947382	[33] Gin
FORDS GIN (Chinese Characters - Hong Kong)	富兹氈酒	Hong Kong	306012332		
FORDS GIN		India	4199672	4199672	[33] Gin
FORDS GIN		Indonesia	D00 2019 032 148	IDM000818855	[33] Gin
FORDS GIN		Japan	2019-077398	6238469	[33] Gin
FORDS GIN		Macau	N/155162(914)	N/155162	[33] Gin
FORDS GIN		Malaysia	TM2019020113	TM2019020113	[33] Gin
FORDS GIN (Chinese Characters)	富兹金酒	Malaysia	TM2022018178		[33] Alcoholic beverages, except beer
FORDS GIN		Mexico	2215843	2038595	[33] Gin
FORDS GIN		Mexico	2779752	2489948	[33] Alcoholic drinks, except beer
FORDS GIN		New Zealand	1122202	1122202	[33] Gin
JOURNEYS IN GIN		Poland	Z.528044	R.347745	[33] Gin
FORDS GIN		Republic of Korea (South)	40-2019-008540 7	401602776	[33] Gin
FORDS GIN		Singapore	40201912106P	40201912106P	[33] Gin

Trademark	Image	Country	App. No.	Reg. No	Classes & Goods
FORDS GIN (Chinese Characters)	富兹金酒	Singapore	40202250525E		[33] Alcoholic beverages, except beers
FORDS GIN		South Africa	2019/15307	2019/15307	[33] Gin
FORDS GIN		Taiwan	108035114	02032864	[33] Gin
FORDS GIN (Chinese Characters)(Taiwan)	富兹琴酒	Taiwan	111038972	02266126	[33] Alcoholic beverages, except beers
FORDS GIN		Thailand	190120194	211101007	[33] Gin
AYLESBURY DUCK		United Kingdom	UK00912314118	UK00912314118	[33] Vodka
CABEZA		United Kingdom	UK00912314084	UK00912314084	[33] Tequila
CAÑA BRAVA		United Kingdom	UK00912314068	UK00912314068	[33] Rum
FORDS GIN		United Kingdom	UK00912314092	UK00912314092	[33] Gin,
JOURNEYS IN GIN		United Kingdom	UK00003590070	UK00003590070	[33] Gin
OFFICERS' RESERVE		United Kingdom	UK00003611342	UK00003611342	[33] Gin
THE 86 CO.		United Kingdom	UK00912314126	UK00912314126	[33] Spirits, namely, rum, vodka, tequila, gin
THE WORLD IS YOUR COCKTAIL		United Kingdom	UK00003829224	UK00003829224	[33] Gin
86 (Stylized)		USA	85699096	5228300	[33] rum and vodka; tequila and gin
AYLESBURY DUCK		USA	85315906	4250822	[33] Vodka
CABEZA		USA	85592626	4373383	[33] Tequila

Trademark	Image	Country	App. No.	Reg. No	Classes & Goods
CAÑA BRAVA		USA	85389266	4672058	[33] Rum
DRY GIN & Design (Logo)		USA	88459269	5943263	[33] Gin
FORDS GIN		USA	97589136		[9] Downloadable multimedia files containing artwork, text, audio, and video relating to beverages, barware, apparel, and sundries authenticated by non-fungible tokens (NFTs); Downloadable virtual goods, namely, computer programs featuring beverages, barware, apparel, and sundries for use in online virtual worlds; Downloadable computer software for use as a digital wallet; Downloadable digital media, digital collectibles, digital tokens, and digital art, authenticated by non-fungible tokens (NFTs); Downloadable digital collectibles and digital art relating to beverages, barware, apparel, and sundries authenticated by non-fungible tokens (NFTs); Downloadable computer software for use in providing information in the field of beverages, barware, apparel, and sundries
FORDS GIN		USA	85315916	4306895	[33] Gin
FORDS GIN		USA	87980291	5695399	[33] Gin
FORDS GIN		USA	90815416	6818322	[33] Alcoholic beverages, except beer
FORDS GIN & Design (Logo Version 2)		USA	88459274	5943264	[33] Gin

Trademark	Image	Country	App. No.	Reg. No	Classes & Goods
FORDS GIN & Design (Logo)		USA	88459359	5943267	[33] Gin
FORDS GIN: THE COCKTAIL GIN		USA	88602896	6531376	[33] Alcoholic beverages, except beer
JOURNEYS IN GIN		USA	90296153	6389201	[33] Gin
Misc. Design - Elephant (left) (Logo)		USA	88459374	6139238	[33] Gin
Misc. Design - Elephant (right) (Logo)		USA	88459371	5937624	[33] Gin
OFFICERS' RESERVE		USA	90225636	6388299	[33] Gin
SHAKE UP THE JOURNEY		USA	97668548		[33] Alcoholic beverages, except beer
THE EIGHTY SIX CO. NOISE AND SPIRITS		USA	86442518	5076039	

**Schedule B
Patents**

Patent	Image	Country	App. No.	App. Date	Reg. No.	Reg. Date
Fords Gin - Bottle Design Patent (Dotted Lines)		USA	29/441,660	Jan 8 2013	US D698,252 S	Jan 28 2014
Fords Gin - Bottle Design Patent (Solid Lines)		USA	29/406,602	Nov 16 2011	US D 673,854 S	Jan 8 2013

**Schedule C
Agreements**

1. License Agreement with Urban Roots Brewery, effective January 31, 2023.