

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM814540

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruz Blanca Hospitality, LLC		06/01/2023	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Cruz Blanca Brewery LLC		
Street Address:	900 West Randolph Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97296294	REFRESH YOUR CERVEZA	
CORRESPONDENCE DATA			
Fax Number:	6142243246		
<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:	614-462-1093		
Email:	ipdocket@icemiller.com		
Correspondent Name:	Ice Miller LLP		
Address Line 1:	200 W. Madison Street, Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Barbara Bacon		
SIGNATURE:	/Barbara Bacon/		
DATE SIGNED:	06/01/2023		
Total Attachments: 2			
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OP \$40.00 97296294

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”), effective as of the date last signed (the “Effective Date”), is made and entered into by and between Cruz Blanca Hospitality, LLC, an Illinois limited liability company (“Assignor”), and Cruz Blanca Brewery LLC, an Illinois limited liability company (“Assignee”), each a “Party” and collectively the “Parties”.

WHEREAS, Assignor is the owner of the trademark REFRESH YOUR CERVEZA, and U.S. Trademark Application No. 97/296,294 therefor (collectively, the “Trademarks”); and

WHEREAS, Assignee is the successor to that portion of the business of Assignor to which the Trademarks pertain, and such business is ongoing and existing.

NOW, THEREFORE, in consideration of the premises and the mutual covenants and conditions hereinafter recited, and other good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, the Parties do hereby agree as follows:

1. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers, conveys, and delivers to Assignee, and its successors and assigns, all right, title, and interest in, to, and under the Trademarks, and any and all applications and registrations therefor, including, but not limited to, U.S. Trademark Application No. 97/296,294 and any registrations resulting therefrom, together with all goodwill of the business embodied therein and symbolized thereto, free and clear of all liens, claims, charges, and encumbrances of any kind whatsoever, to have and to hold forever, along with any and all claims and causes of action (including the right to initiate suit, and to obtain damages and other forms of relief, both legal and equitable) arising from and/or relating to the infringement, misappropriation, dilution, or other violation of any right in any of the Trademarks, whether prior to or subsequent to the Effective Date, to the fullest extent permitted by law.
2. Assignor shall promptly, upon the request of Assignee and/or its successors and assigns, execute such other documents and/or instruments of assignment, transfer, and conveyance as Assignee and/or its successors and assigns may reasonably request to permit the recordation of the assignment made by this instrument, and shall take all further actions as Assignee or any of its successors or assigns may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment.

[Remainder of the page intentionally left blank; signature page follows.]

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed by their duly authorized representatives, to be effective as of the Effective Date.

CRUZ BLANCA HOSPITALITY, LLC

Manuel Valdes
Signature

Manuel Valdes
Name

Manager
Title

6/1/2023
Date

CRUZ BLANCA BREWERY LLC

Manuel Valdes
Signature

Manuel Valdes
Name

Manager
Title

6/1/23
Date