

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM817678

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Barstool Sports, Inc.		11/16/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SB DKZ LLC		
Street Address:	55 W MONROE		
Internal Address:	STE. 2450		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	97419185	STELLA BLUE	
Serial Number:	97505313		
CORRESPONDENCE DATA			
Fax Number:			
<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:	3105533610		
Email:	ipmail@greenbergglusker.com		
Correspondent Name:	Elizabeth Sbardellati		
Address Line 1:	2049 Century Park East		
Address Line 2:	Suite 2600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	08032.03		
NAME OF SUBMITTER:	Elizabeth Sbardellati		
SIGNATURE:	/elizabeth sbardellati/		
DATE SIGNED:	06/15/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") shall be effective as of November 16, 2022 ("Effective Date") by and between Barstool Sports, Inc. ("Assignor") and SB DKZ LLC ("Assignee"). For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Effective as of the Effective Date, Assignor hereby sells, assigns, transfers, and relinquishes to Assignee, its successors and assigns, all right, title and interest in and to the trademark STELLA BLUE and its associated logos (collectively, the "Trademarks"), together with the goodwill associated therewith, and all applications and/or registrations therefor, including those United States Patent and Trademark Office and Canadian Intellectual Property Office applications set forth on Schedule 1 hereto, and the portion of Assignor's business to which the Trademarks pertain, and all of Assignor's rights to sue and recover for damages arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademarks or the associated goodwill.

Assignor hereby agrees to execute, or cause others to execute, upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the Trademarks, including all documents necessary to record in the name of the Assignee the assignment of the Trademarks with the United States Patent and Trademark Office or the corresponding trademark or intellectual property office in any other country.

This Assignment amends, restates and replaces any previous short form assignments entered into by the parties and shall serve as Exhibit D-1 to that certain Addendum entered into by Assignor and Assignee. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This agreement may be signed in handwritten or electronic signature counterparts, and signature pages may be transmitted by facsimile, email or other means, each of which shall constitute an original, and together one and the same document.


IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.


ASSIGNOR

BARSTOOL SPORTS, INC.

By: EB
Name: ENKA BADAN
Title: CHIEF EXECUTIVE OFFICER

Schedule 1

United States Patent and Trademark Office			
Trademark	Serial No.	Application Date	Goods/Services
STELLA BLUE	97419185	May 19, 2022	IC 30: Coffee based beverages; Coffee beans; Ground coffee; Instant coffee
	97505313	July 15, 2022	IC 30: Coffee based beverages; Coffee beans; Ground coffee; Instant coffee

Canadian Intellectual Property Office			
Trademark	Serial No.	Application Date	Goods/Services
	2226151	Dec. 5, 2022	IC 30: Coffee based beverages; Coffee beans; Ground coffee; Instant coffee