

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM834660

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|--|---|--------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Coup de Foudre LLC | | 11/08/2022 | Limited Liability Company: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Game Changer Bourbon LLC | | |
| Street Address: | 1130 Main Street | | |
| City: | Napa | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94559 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 97264033 | GAME CHANGER | |
| Serial Number: | 97326110 | CHANGE THE GAME FOR GOOD | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9498519348 | | |
| | <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: | 949-851-0633 | | |
| Email: | sbro@mwe.com, kdelcoure@mwe.com, efarrahi@mwe.com, ipdocketorangecounty@mwe.com | | |
| Correspondent Name: | Sarah E. Bro | | |
| Address Line 1: | McDermott Will & Emery LLP | | |
| Address Line 2: | 18565 Jamboree Road, Suite 250 | | |
| Address Line 4: | Irvine, CALIFORNIA 92612 | | |
| ATTORNEY DOCKET NUMBER: | 115518-0012 | | |
| NAME OF SUBMITTER: | Sarah E. Bro | | |
| SIGNATURE: | /sarah e. bro/ | | |
| DATE SIGNED: | 08/25/2023 | | |
| Total Attachments: 5 | | | |
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is effective as of November 8, 2022, by and between Coup de Foudre LLC, a California limited liability company ("Assignor"), and Game Changer Bourbon LLC, a California limited liability company ("Assignee").

RECITALS

A. Assignor is the owner of the trademarks set forth on Schedule A hereto, together with the goodwill of the business associated therewith (collectively referred to as the "Marks");

B. Assignor has agreed to transfer all of its right, title and interest in and to the Marks to Assignee; and

C. Assignor desires to assign all of its right, title and interest in and to the Marks to Assignee, and Assignee desires to acquire the Marks.

AGREEMENTS

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor does hereby assign, as of the date hereof, to Assignee, its successors and permitted assigns, all of Assignor's right, title and interest, in and to the Marks, and all of the goodwill of the business associated with the Marks, together with that portion of Assignor's business that is ongoing and existing to which the Marks pertain, and all common law rights, registrations and pending applications for the Marks, any renewals of the registrations, in all countries throughout the world, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment had not been made, together with all causes of action for any and all previously occurring infringement of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

2. Assignor hereby requests the Commissioner for Trademarks at the United States Patent and Trademark Office (the "Commissioner"), as well as his or her counterparts at the corresponding entities or agencies in any country or jurisdiction that may exercise authority over the Marks, to record this Trademark Assignment.

3. No amendment of any provision of this Trademark Assignment shall be valid unless the same shall be in writing and signed by Assignor and Assignee. No waiver by any party of any provision of this Trademark Assignment or any default or breach of covenant hereunder, whether intentional or not, shall be valid unless the same shall be in writing and signed by the party against whom the waiver is to be effective nor shall such waiver be deemed to extend to any prior or subsequent default or breach of covenant hereunder or affect in any way any rights arising by virtue of any prior or subsequent such occurrence.

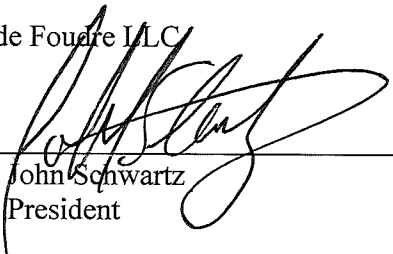
4. This Trademark Assignment shall be binding upon, and shall inure to the benefit of, the parties hereto and their respective successors and assigns.

[Signatures Pages Follow]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed as of the date first set forth above.

ASSIGNOR:

Coup de Foudre LLC

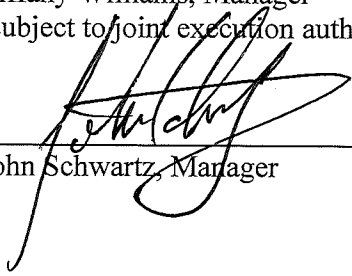
By: 
Name: John Schwartz
Title: President

ASSIGNEE:

Game Changer Bourbon LLC

By: _____
Suresh Singh, Manager
(subject to joint execution authority)

By: _____
Tiffany Williams, Manager
(subject to joint execution authority)

By: 
John Schwartz, Manager

[Signature Page to Trademark Agreement]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed as of the date first set forth above.

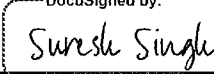
ASSIGNOR:

Coup de Foudre LLC

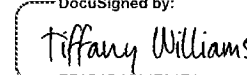
By: _____
Name: John Schwartz
Title: President

ASSIGNEE:

Game Changer Bourbon LLC

By: DocuSigned by:


DA708D4DE2A1489...
Suresh Singh, Manager
(subject to joint execution authority)

By: DocuSigned by:


EFAB0DA301724E1...
Tiffany Williams, Manager
(subject to joint execution authority)

By: _____
John Schwartz, Manager

Schedule A

Marks

| Trademark | U.S. Application No. | Filing Date |
|--------------------------|-----------------------------|--------------------|
| GAME CHANGER | 97264033 | February 11, 2022 |
| CHANGE THE GAME FOR GOOD | 97326110 | March 23, 2022 |