

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM843886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UMB Bank, N.A.		09/01/2023	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	B C Marketing Concepts Inc.		
Street Address:	408 Columbia St.		
Internal Address:	Attn: CFO		
City:	Hood River		
State/Country:	OREGON		
Postal Code:	97031		
Entity Type:	Corporation: OREGON		
PROPERTY NUMBERS Total: 36			
Property Type	Number	Word Mark	
Registration Number:	5814467	ATOMIZER	
Registration Number:	4395125		
Registration Number:	4160845	F S 47	
Registration Number:	5027261	FULL SAIL	
Registration Number:	4240622	FULL SAIL	
Registration Number:	4234250	FULL SAIL	
Registration Number:	5161206	FULL SAIL	
Registration Number:	4240633	FULL SAIL	
Registration Number:	4222060	FULL SAIL	
Registration Number:	1685507	FULL SAIL ALE	
Registration Number:	4263333	FULL SAIL BREWING COMPANY	
Registration Number:	4264773	FULL SAIL BREWING COMPANY	
Registration Number:	5160648	GET YOUR SESH ON	
Registration Number:	4264044	GREY SAIL	
Registration Number:	5640319	GREY SAIL BREWING OF RHODE ISLAND	
Registration Number:	5027276	HOP PURSUIT	
Registration Number:	5228903	HOP SHOOTER	
Registration Number:	5229599	IPAPAYA	

CH \$915.00 5814467

Property Type	Number	Word Mark
Registration Number:	4171087	OLD BOARDHEAD
Registration Number:	5948109	PREMIUM LAGER F S
Registration Number:	4979907	RIDICULOUSLY TASTY
Registration Number:	4397596	SAIL
Registration Number:	4264179	
Registration Number:	3113041	SESSION
Registration Number:	4224510	SESSION
Registration Number:	4224511	SESSION
Registration Number:	5166508	SESSION F S 87
Registration Number:	4265584	SESSION FEST
Registration Number:	4265585	SESSION LAGER
Registration Number:	5906016	SESSION PREMIUM LAGER FS 47 11 FLUID OZ.
Registration Number:	4189641	
Registration Number:	5138906	SHORTEST DAY
Registration Number:	5027188	SLIPKNOT
Registration Number:	4157815	STOKED TO BREW BREWED TO STOKE
Registration Number:	5434627	TOP SAIL
Registration Number:	5027187	WRECK THE HALLS

CORRESPONDENCE DATA

Fax Number: 2134432926

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: 213-617-5493

Email: jcravitz@sheppardmullin.com

Correspondent Name: SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

Address Line 1: 333 S. HOPE ST., 43RD FLOOR

Address Line 2: ATTN: J. CRAVITZ

Address Line 4: LOS ANGELES, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	13EB-313728
NAME OF SUBMITTER:	Julie Cravitz
SIGNATURE:	/julie cravitz/
DATE SIGNED:	10/05/2023

Total Attachments: 8

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RELEASE OF SECURITY INTEREST
IN TRADEMARKS

This Release of Security Interest in Trademarks, dated as of September 1, 2023 (this “Release”), is made by UMB BANK, N.A., a national banking association, whose address is 333 S. Grand Avenue, Suite 2200, Los Angeles, CA 90071, acting in its capacity as the Secured Party (“Secured Party”) under that certain Intellectual Property Security Agreement, dated as of March 13, 2020 (as amended, supplemented or modified from time to time, the “Security Agreement”) between B C MARKETING CONCEPTS INC., an Oregon corporation (“Grantor”), whose address is 408 Columbia St., Hood River, Oregon, and Secured Party.

Pursuant to the Security Agreement, Grantor granted to Secured Party a security interest in and to all of Grantor's right, title and interest in Grantor's intellectual property collateral (“IP Collateral,” as defined in the Security Agreement), and related collateral, including, without limitation, those specific trademark registrations and applications therefor listed on Exhibit A attached hereto (the “Released Trademarks”), and the goodwill of the business associated therewith.

The Security Agreement was recorded on March 13, 2020, at Reel/Frame 6891/0595 in the United States Patent and Trademark Office.

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Secured Party hereby releases, terminates and discharges its security interest in and to the IP Collateral, including the Released Trademarks, and the goodwill associated therewith, without representation or warranty of any kind, express or implied.



[signature page follows]




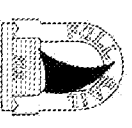
IN WITNESS WHEREOF, Secured Party has executed this Release as of the date first written above.

UMB BANK, N.A., as Secured Party

By: C. Andrade
Name: Christian Andrade
Title: Vice President

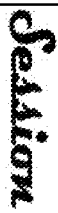
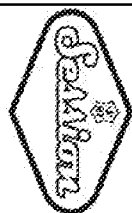

EXHIBIT A
U.S. TRADEMARKS and APPLICATIONS

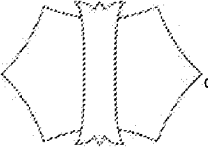
MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
ATOMIZER	USA	87828422	03/09/2018	5814467	07/23/2019	32 - Beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
Diamond Design 	USA	85766915	10/30/2012	4395125	09/03/2013	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
F S 47 & Design 	USA	85452097	10/20/2011	4160845	06/19/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer. 43 - Bar services; Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL	USA	86934125	03/09/2016	5027261	08/23/2016	33 - Hard cider.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL	USA	85448723	10/17/2011	4240622	11/13/2012	43 - Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL	USA	85976844	10/17/2011	4234250	10/30/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer. 43 - Bar services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co

MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
FULL SAIL & Design 	USA	87178306	09/21/2016	5161206	03/14/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL & Design 	USA	85452092	10/20/2011	4240633	11/13/2012	43 - Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL & Design 	USA	85976843	10/20/2011	4222060	10/09/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL ALE & Design 	USA	74132446	01/22/1991	1685507	05/05/1992	32 - Beer or fermented malt beverages; namely, ales, lagers, bitters, porters, stouts, all types of beers.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL BREWING COMPANY	USA	85449279	10/17/2011	4263333	12/25/2012	43 - Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
FULL SAIL BREWING COMPANY	USA	85977421	10/17/2011	4264773	12/25/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer. 43 - Bar services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co

MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
GET YOUR SESH ON	USA	87127176	08/04/2016	5160648	03/14/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
GREY SAIL	USA	85617059	05/04/2012	4264044	12/25/2012	32 - Beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
GREY SAIL BREWING OF RHODE ISLAND	USA	87482589	06/09/2017	5640319	01/01/2019	32 - Beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
HOP PURSUIT	USA	86960399	03/31/2016	5027276	08/23/2016	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
HOP SHOOTER	USA	86819494	11/13/2015	5228903	06/20/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
IPAPAYA	USA	87159900	09/02/2016	5229599	06/20/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer; all goods containing papaya.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
OLD BOARDHEAD	USA	85467006	11/08/2011	4171087	07/10/2012	32 - Brewed malt-based alcoholic beverage in the nature of a beer; barleywine ale, also known as barley wine.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co

MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
	USA	88380392	04/10/2019	5948109	12/31/2019	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
RIDICULOUSLY TASTY	USA	86725448	08/14/2015	4979907	06/14/2016	32 - Beer, ale and lagers, brewed malt-based alcoholic beverage in the nature of a beer. 43 - Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SAIL	USA	85700470	08/10/2012	4397596	09/03/2013	32 - Beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
	USA	85618938	05/07/2012	4264179	12/25/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer. 43 - Bar services; Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SESSION	USA	78544241	01/07/2005	3113041	07/04/2006	32 - Brewed malt based alcoholic beverages, namely beer, ales and lagers.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
	USA	85467014	11/08/2011	4224510	10/16/2012	32 - Beer, ale and lager; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co

MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
SESSION (Stylized)	USA	85467018	11/08/2011	4224511	10/16/2012	32 - Beer, ale and lager; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
								
SESSION F S 87 & Design	USA	87178301	09/21/2016	5166508	03/21/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
								
SESSION FEST	USA	85467009	11/08/2011	4265584	12/25/2012	32 - Brewed malt-based alcoholic beverage in the nature of a beer; lagers.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SESSION LAGER	USA	85467010	11/08/2011	4265585	12/25/2012	32 - Brewed malt-based alcoholic beverage in the nature of a beer; lagers.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SESSION PREMIUM LAGER FS 47 11 FLUID OZ. & Design	USA	86754895	09/11/2015	5906016	11/12/2019	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
								

MARK	COUNTRY	APP NO.	FILE DATE	REG NO.	REG DATE	GOODS / SERVICES	STATUS	OWNER
Shield Design 	USA	85473835	11/16/2011	4189641	08/14/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer. 43 - Bar services; Restaurant services.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SHORTEST DAY	USA	86937786	03/11/2016	5138906	02/07/2017	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
SLIPKNOT	USA	86885460	01/25/2016	5027188	08/23/2016	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
STOKED TO BREW BREWED TO STOKE	USA	85452101	10/20/2011	4157815	06/12/2012	32 - Beer, ale, lager, stout and porter; Brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
TOP SAIL	USA	87388649	03/27/2017	5434627	03/27/2018	32 - Beer; porter.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co
WRECK THE HALLS	USA	86885455	01/25/2016	5027187	08/23/2016	32 - Beer, ale and lagers; brewed malt-based alcoholic beverage in the nature of a beer.	REGISTERED	B C Marketing Concepts Inc. DBA Full Sail Brewing Co

TRADEMARK
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RECORDED: 10/05/2023