

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM858686

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		12/01/2023	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	
Registration Number:	7208327	GENTLEMAN'S CUT	
Serial Number:	97934533	PLAYER EXCLUSIVE	
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:	(707) 526-4200		
Email:	jdawson@cmprlaw.com		
Correspondent Name:	John B. Dawson		
Address Line 1:	100 B Street, Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401		
ATTORNEY DOCKET NUMBER:	6366.0002		
NAME OF SUBMITTER:	John B. Dawson		
SIGNATURE:	/John B. Dawson/		
DATE SIGNED:	12/05/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is made and entered into as of December 1, 2023 (the “**Effective Date**”), by and between Coup de Foudre LLC, a California limited liability company (“**Assignor**”), and Game Changer Bourbon LLC, a California limited liability company (“**Assignee**”). Assignor and Assignee are sometimes collectively referred to herein as the “**Parties**.”

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the GENTLEMEN’S CUT and PLAYER EXCLUSIVE trademarks and registrations as applicable (including, without limitation, U.S. Patent and Trademark Office registrations) set forth on Exhibit A attached hereto, and for which it has accrued certain rights through usage, application, and/or registration (collectively, the “**Trademarks**”), and is the sole and exclusive owner of the business goodwill related to the Trademarks and symbolized thereby; and

WHEREAS, Assignee desires to acquire from Assignor all of its rights, title, and interest in the Trademarks and all business goodwill related therewith.

NOW, THEREFORE, incorporating the Recitals, and in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

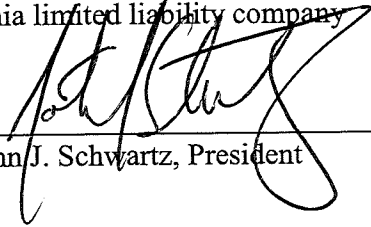
1. Assignor hereby irrevocably assigns, grants, conveys, and transfers to Assignee, as of the Effective Date, all of Assignor’s rights, title, and interest in and to the Trademarks, as part of the entire business or portion thereof to which the Trademarks pertain as required by Section 10 of the Trademark Act (15 U.S.C. § 1060), together with the goodwill of the Assignor’s business connected with the use of and symbolized by the Trademarks, all application and registration rights with respect to the Trademarks, all common law rights, trade name rights, and rights of any kind whatsoever accruing under or relating to the Trademarks provided by applicable laws, international treaties, conventions and otherwise, and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademarks or injury to said goodwill, together with the right to sue and recover the same in the name of Assignor.
2. The terms of this Assignment shall bind and inure to the benefit of the Parties hereto and their respective heirs, legal representatives, successors, and assigns.
3. The Parties hereby agree to do the following: execute such other documents and perform such other acts as may be necessary or desirable to carry out the purposes of this Assignment. This Assignment may be executed in counterparts, via electronic signature or otherwise, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

(Signatures on following page)

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

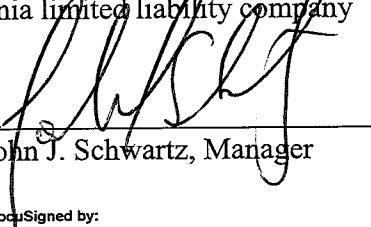
ASSIGNOR


COUP DE FOUDRE LLC,
A California limited liability company

By: 
John J. Schwartz, President

ASSIGNEE

GAME CHANGER BOURBON LLC,
a California limited liability company

By: 
John J. Schwartz, Manager

DocuSigned by:

By: _____
FFA88DA501724E1
Tiffany Williams, Manager

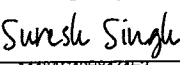
DocuSigned by:

By: _____
1448AC40B8474E2...
Suresh Singh, Manager

EXHIBIT A

Mark	Jurisdiction	Reg. No./Ser. No	Class
GENTLEMEN'S CUT	United States	7,208,327	33
GENTLEMEN'S CUT	China	WIPO Int. Reg. 1735506	33
GENTLEMEN'S CUT	South Korea	WIPO Int. Reg. 1735506	33
PLAYER EXCLUSIVE	United States	Ser. No. 97-934,533	33