

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM862515

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bronco Wine Company		12/19/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	O'Neill Beverages Co. LLC		
Street Address:	8418 South Lac Jac Avenue		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	7243089	FIT CRUSH	
CORRESPONDENCE DATA			
Fax Number:	5135796457		
<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:	5135621401		
Email:	mhurst@kmklaw.com		
Correspondent Name:	J. Michael Hurst		
Address Line 1:	One East Fourth Street, Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	J. Michael Hurst		
SIGNATURE:	/j. michael hurst/		
DATE SIGNED:	12/20/2023		
Total Attachments: 1			
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OP \$40.00 7243089

TRADEMARK ASSIGNMENT

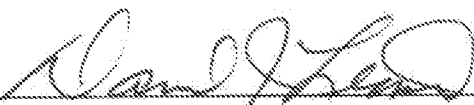
This Trademark Assignment is made and entered into this 19th day of December, 2023, by and between Bronco Wine Company, a California corporation located at 6342 Bystrum Road, Ceres, California, 95307 ("Assignor"), and O'Neill Beverages Co. LLC, a Delaware limited liability company located at 8418 South Lac Jac Avenue, Parlier, California, 93648, ("Assignee").

Whereas, Assignor is the owner of all right, title and interest in and to FIT CRUSH, Registration No. 7243089, hereinafter referred to as the "Mark," and

Whereas, Assignee desires to acquire all right, title, and interest in and to the Mark, along with the goodwill associated therewith.

Now Therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill symbolized by the Mark, and the registrations, applications, and/or common law uses thereof.

In Witness Whereof, the Assignor has caused this instrument to be duly executed as of the day and year first written above.

By: 
Daniel J. Leonard
President/CEO