

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM867552

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ROYAL WINE CORPORATION		03/15/2021	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	KENOVER MARKETING CORP.		
Street Address:	72 New Hook Road		
City:	Bayonne		
State/Country:	NEW JERSEY		
Postal Code:	07002		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3875628	KINERET	
Registration Number:	3771507	SAVION	
Registration Number:	3401608	KOSHER ALL NATURAL WITH YOU IN MIND	
Registration Number:	3401280	WITH YOU IN MIND	
Registration Number:	2277982	PROMISED LAND	
Registration Number:	2250538	PROMISED LAND	
Registration Number:	1087419	CHALL-ETTES	
CORRESPONDENCE DATA			
Fax Number:	6462187665		
<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:	6462187605		
Email:	nfriedma@hodgsonruss.com		
Correspondent Name:	Neil B Friedman		
Address Line 1:	605 Third Avenue, Suite 2300		
Address Line 4:	New York, NEW YORK 10158		
ATTORNEY DOCKET NUMBER:	1472 Kenover		
NAME OF SUBMITTER:	Neil B Friedman		
SIGNATURE:	/Neil B Friedman/		

OP \$190.00 3875628

DATE SIGNED:	01/11/2024
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Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "*Assignment*"), is made as of March 15, 2021, by **ROYAL WINE CORPORATION**, a New York corporation having an address at 63 Lefante Way, Bayonne, New Jersey 07002 ("*Assignor*"), to **KENOVER MARKETING CORP.**, a New Jersey corporation having an address at 72 New Hook Road, Bayonne, New Jersey 07002 ("*Assignee*"), (and collectively with the Assignor, the "*Parties*").

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the following: (i) all of Assignor's trademarks, service marks, trade marks, collective membership marks, registrations and applications for registration for each, and the respective goodwill associated with each listed on Exhibit A, (ii) licenses, fees or royalties with respect to each listed on Exhibit A, the use thereof and symbolized thereby (iii) the right to sue for past, present and future infringement, dilution and damages therefor, (iv) and licenses thereunder, all as presently existing or hereafter arising or acquired, including, without limitation, the marks listed on Exhibit A attached hereto (collectively, the "*Trademark Rights*").

WHEREAS, Assignee has requested that Assignor execute an assignment suitable for recording, effective immediately, that Assignee is the successor-in interest of the entire right, title and interest in and to the Trademark Rights and that Assignor has no further interest therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademark Rights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

1. Assignor hereby assigns and transfers to Assignee, all of Assignor's right, title, and interest in the Trademark Rights and associated goodwill. All rights and privileges associated with the Trademark Rights, including the right to sue for and recover all damages from any past or future infringements or other violations of the Trademark Rights, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.
2. The parties hereto agree that, at any time and from time to time upon the written request of the other party, each party will execute and deliver such further documents and do such further acts and things as may be reasonably requested by the other party in order to effect the purposes of this agreement.
3. This Assignment may be executed in multiple counterparts, each of which will be deemed an original, but all of which taken together will constitute one and the same instrument. The Parties authorize one another to detach and combine original signature pages and consolidate them into a single identical original, and any one of such completely executed counterparts will be sufficient proof of this Assignment. Any photographic, photocopy, or similar reproduction copy of this Assignment, or any PDF file of this Assignment, or any copy of this Assignment sent by facsimile transmission, in each case with all signatures reproduced on one or more sets of signature pages, will be considered for all purposes as if it were a manually-executed counterpart of this Assignment.
4. The internal laws of the State of New York (without reference to its rules as to conflict of laws) will govern the interpretation and enforcement of this Assignment.
5. The term "including" and its variants do not imply any limitation.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks on the date first written above.

ROYAL WINE CORPORATION

By: _____
Name: Sheldon Ginsberg
Title: CFO + EVP

EXHIBIT A

Serial Number	Reg. Number	Mark
77837366	3875628	KINERET
77836484	3771507	SAVION
77253793	3401608	KOSHER ALL NATURAL WITH YOU IN MIND
77232747	3401280	WITH YOU IN MIND
75521960	2277982	PROMISED LAND
75394781	2250538	PROMISED LAND
73115315	1087419	CHALL-ETTES