

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TM18663

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	TRADEMARK ASSIGNMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ANCHOR BREWING COMPANY, LLC		02/02/2024	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Company Name:	ASB OPCO LLC		
Street Address:	355 SOUTH GRAND AV.		
Internal Address:	SUITE 1450		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90071		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	1206783	STEAM BEER	
Registration Number:	1453527	AMERICAN FUNERAL PLAN	
Registration Number:	1273803		
Registration Number:	1559186	ANCHOR	
Registration Number:	1982777	ANCHOR DISTILLING	
Registration Number:	1958921	OLD FOGHORN	
Registration Number:	4359024	ANCHOR CALIFORNIA LAGER	
Registration Number:	5191029	LIBERTY ALE	
Registration Number:	5924100	ANCHOR STEAM	
Registration Number:	5930064	ANCHOR STEAM BEER MADE IN SAN FRANCISCO SINCE 1896	
Registration Number:	6457188	SINCE 1896 ANCHOR BREWING CO.	
Registration Number:	6340468	LITTLE WEEKEND	
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:	(714)755-8114		
Email:	ipdocket@lw.com		

OP \$315.00.00 1206783

Correspondent Name: Kristin J. Azcona
Address Line 1: 650 TOWN CENTER DRIVE, SUITE 2000
Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER: 075668-0001

NAME OF SUBMITTER: KRISTIN AZCONA

SIGNATURE: KRISTIN AZCONA

DATE SIGNED: 02/06/2024

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Trademark Assignment") dated as of February 2, 2024 (the "Effective Date"), is made by and between Anchor Brewing Company, LLC, a California limited liability company ("Assignor"), and ASB Opco LLC, a California limited liability company ("Assignee") (each, a "party" and collectively, the "parties").

WITNESSETH:

WHEREAS, pursuant to that certain General Assignment, dated as of August 2, 2023, by and between Assignor and Assignee (the "General Assignment"), Assignor agreed to assign to the Assignee all of the property and assets of Assignor of every kind and nature wherever situated, whether in possession, reversion, remainder or expectancy, both real and personal, and any interest or equity therein not exempt from the enforcement of a money judgment, including, without limitation, all intellectual property.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises and agreements contained in this Trademark Assignment and in the General Assignment, and for other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. **Assignment.** Assignor hereby assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the trademark applications and/or registrations set forth on Schedule A (the "Trademarks"), whether registered, unregistered or arising by any applicable law of any jurisdiction throughout the world, including without limitation all past and present goodwill associated therewith or symbolized thereby, all common law rights thereto, all registrations that have been or may be granted thereon, all applications for registrations thereof, and all records and files related thereto, the right to claim priority in accordance with international treaties and conventions, the right to all income, royalties, damages and payments now or hereafter due or payable with respect to the Trademarks, the right to prosecute, maintain and defend the Trademarks before any public or private agency, office or registrar, together with the right to sue and recover damages for all causes of action (either in law or in equity). The assignments contemplated herein are intended to be absolute assignments and not by way of security. Assignor hereby authorizes the Commissioner of Patents and Trademarks in the United States Patent and Trademark Office, and any other applicable governmental entity or registrar (including any applicable foreign or international office or registrar), to record Assignee as the assignee of all of Assignor's right, title and interest in, to and under the Trademarks and to deliver to Assignee, and to Assignee's attorneys, agents, successors or assigns, all official documents and communications.

2. **Cooperation.** Assignor agrees to execute and deliver such other documents and to take all such other actions which Assignee, its successors and assigns may reasonably request to effect the terms of this Trademark Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Trademark Assignment.

3. **General Provisions.** This Trademark Assignment along with its Schedule A, together with the General Assignment sets forth the complete, exclusive and final statement of the agreement between the parties as to the subject matter hereof and supersedes all prior and contemporaneous agreements, understandings, negotiations and discussions, whether oral or written, between the parties regarding such subject matter. This Trademark Assignment may not be supplemented, altered, or modified in any manner, nor any provision waived, except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Trademark Assignment shall not waive any of its rights under such terms or provisions. This Trademark Assignment is binding upon and inures to the benefit of the parties hereto and their respective successors and assigns. This Trademark Assignment

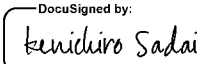
may be executed in two (2) or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Counterparts may be delivered via electronic mail (including pdf or any electronic signature complying with the U.S. federal ESIGN Act of 2000, e.g., www.docusign.com) or other transmission method and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.

4. **Governing Law.** The rights and obligations of the parties under this Trademark Assignment shall be governed by the internal laws of the State of California without regard to the conflicts of law provisions thereof. Each party irrevocably and unconditionally consents to the exclusive jurisdiction of the federal and state courts located in Los Angeles County, in any action or proceeding arising out of or related to this Agreement and agrees not to commence any action or proceeding arising out of or related to this Agreement, except in such courts, and waives, to the fullest extent such party may legally do so, any objection which such party may now or hereafter have to the laying of venue of any such action or proceeding in such courts.


[signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed by their respective duly authorized representatives as of the Effective Date.

Anchor Brewing Company, LLC

By 
Name: Kenichiro Sadai
Title: Chairman




ASB Opco LLC

By 
Name: Jun Song
Title: Authorized Signatory


Signature Page to Trademark Assignment




Schedule A
LIST OF TRADEMARKS

United States Trademarks

Jurisdiction	Trademark	Serial Number	Registration Number	Filed Date	Registration Date
United States	Steam Beer	73184711	1206783	1978-09-05	1982-08-31
United States	ANCHOR	73184712	1453427	1978-09-05	1987-08-18
United States		73400589	1273803	1982-10-22	1984-04-10
United States	ANCHOR	73732917	1559186	1988-06-06	1989-10-03
United States	ANCHOR DISTILLING	74276807	1982777	1992-05-18	1996-06-25
United States	OLD FOGHORN	74662676	1958921	1995-04-17	1996-02-27
United States	ANCHOR CALIFORNIA LAGER	85588292	4359024	2012-04-03	2013-06-25
United States	LIBERTY ALE	87181283	5191029	2016-09-23	2017-04-25
United States	ANCHOR STEAM	88137986	5924100	2018-10-01	2019-12-03
United States		88137994	5930064	2018-10-01	2019-12-10
United States		88962844	6457188	2020-06-12	2021-08-17
United States	LITTLE WEEKEND	90160062	6340468	2020-09-04	2021-05-04



European Union Trademarks

Jurisdiction	Trademark	Filing Number	Filing Date	Registration Date
EU		000393603	11/11/1996	21/1/2004
EU	OLD FOGHORN	000404111	8/11/1996	28/9/1998
EU	LIBERTY Ale	000404160	8/11/1996	28/9/1998




Jurisdiction	Trademark	Filing Number	Filing Date	Registration Date
EU		000404418	8/11/1996	18/5/1999
EU	ANCHOR STEAM	000404459	8/11/1996	19/11/2003
EU	ANCHOR STEAM BEER	000405936	8/11/1996	3/5/2002
EU		000414805	11/11/1996	20/12/1999
EU	ANCHOR  PORTER	000451948	6/2/1997	18/5/1999

United Kingdom Trademarks


Jurisdiction	Trademark	Trademark Number	File Date
UK	LIBERTY	UK00001265599	25-Apr-86
UK	OLD FOGHORN	UK00001265600	25-Apr-86
UK		UK00001305077	25-Mar-87
UK	ANCHOR STEAM	UK00001311816	2-Jun-87
UK		UK00002069943	26-Apr-96
UK	ANCHOR STEAM BEER	UK00002113407	21-Oct-96
UK	ANCHOR  PORTER	UK00002122912	6-Feb-97
UK		UK00900393603	11-Nov-96
UK	OLD FOGHORN	UK00900404111	8-Nov-96

Jurisdiction	Trademark	Trademark Number	File Date
UK	LIBERTY Ale	UK00900404160	8-Nov-96
UK		UK00900404418	8-Nov-96
UK	ANCHOR STEAM	UK00900404459	8-Nov-96
UK	ANCHOR STEAM BEER	UK00900405936	8-Nov-96
UK		UK00900414805	11-Nov-96
UK	ANCHOR  PORTER	UK00900451948	6-Feb-97


Canada Trademarks

Jurisdiction	Trademark	Application Number	Filed Date	Registration Date
Canada	LIBERTY ALE	1527417	11-May-11	2-Apr-13
Canada	STEAM	0618751	8-Nov-88	3-Nov-89
Canada	ANCHOR	1527999	16-May-11	31-Aug-15
Canada		1528149	17-May-11	31-Aug-15
Canada		2080470	11-Dec-20	21-Sep-22
Canada	ANCHOR STEAM	1530432	3-Jun-11	2-Sep-15
Canada	HUMMING ALE	1511116	13-Jan-11	10-Jul-12
Canada		1528148	17-May-11	31-Aug-15

Australia Trademarks

Jurisdiction	Trademark	Number	Filing Date	Acceptance Date
Australia	LIBERTY ALE	1513806	12-Sep-12	25-Feb-15
Australia		1513808	12-Sep-12	13-Mar-15

New Zealand Trademarks

Jurisdiction	Trademark	Number	Filing Date	Registered Date
New Zealand		1089081	19-Mar-18	1-Mar-19
New Zealand	ANCHOR STEAM	1089082	19-Mar-18	1-Mar-19