

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310376

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Aspen Mulling Company		07/10/2014	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Brand Castle, LLC		
<b>Street Address:</b>	5111 Richmond Road		
<b>City:</b>	Bedford Heights		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44146		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: OHIO		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2648097		
<b>Serial Number:</b>	85545161		
<b>Serial Number:</b>	85545146		
<b>Registration Number:</b>	3817425	ASPEN MULLING	
<b>Serial Number:</b>	85546137	ASPEN MULLING	
<b>Registration Number:</b>	4294689	ASPEN MULLING	
<b>Serial Number:</b>	85545186	ASPEN MULLING	
<b>Registration Number:</b>	4285133	ASPEN MULLING	
<b>Serial Number:</b>	78468576	ASPEN MULLING SPICES	
<b>Registration Number:</b>	3209781	ASPEN TASTE	
<b>Registration Number:</b>	3914826	ASPEN TASTE	
<b>Registration Number:</b>	3034908	THE TASTE OF ASPEN!	
<b>Registration Number:</b>	4284962	THE TASTE OF ASPEN!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2163634588		
<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>			
<b>Phone:</b>	216.363.4677		
<b>Email:</b>	trademark@beneschlaw.com		
<b>Correspondent Name:</b>	Duncan H. Poirier		
<b>TRADEMARK</b>			

OP \$340.00 2648097

**Address Line 1:** Benesch Friedlander Coplan & Aronoff LLP  
**Address Line 2:** 200 Public Square, Suite 2300  
**Address Line 4:** Cleveland, OHIO 44114

<b>ATTORNEY DOCKET NUMBER:</b>	37762.2
<b>NAME OF SUBMITTER:</b>	Duncan H. Poirier
<b>SIGNATURE:</b>	/Duncan H. Poirier/
<b>DATE SIGNED:</b>	07/11/2014

**Total Attachments: 6**  
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Assignor: The Aspen Mulling Company  
Assignee: Brand Castle, LLC

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of July 10, 2014, is entered into by and between The Aspen Mulling Company, an Illinois corporation located at 325 W. Huron Street ("Assignor"), and Brand Castle, LLC, an Ohio limited liability company located at 5111 Richmond Road, Bedford Heights, Ohio 44146 ("Assignee").

WHEREAS, Assignor owns all of the rights, title and interest in the trademarks listed on the attached Schedule A (the "Assigned Trademarks");

WHEREAS, Assignee is desirous of acquiring the Assigned Trademarks and the goodwill associated therewith; and

WHEREAS, the Assignor and the Assignee have entered into that certain Asset Purchase Agreement of even date herewith (the "Asset Purchase Agreement"), pursuant to which Assignee is acquiring various assets of Assignor, including the Assigned Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, the parties, intending to be legally bound, hereto agree as follows:

Assignor does hereby assign and transfer unto Assignee Assignor's entire and undivided right, title and interest in and to the Assigned Trademarks, together with all the associated goodwill of its business symbolized by the Assigned Trademarks, and all applications and registrations of the Assigned Trademarks, as well as all rights to injunctive relief, damages and profits, due or accrued, arising out of all causes of action, past, present and future, including infringement of the Assigned Trademarks, or other violations, or injury to the said goodwill, and the right to sue for and recover the same in Assignee's own name and the names of Assignee's successors, assigns or other legal representatives.

Assignor shall execute such other or additional instruments of transfer or conveyance and undertake such other or additional actions in respect of the Assigned Trademarks as are reasonably requested by Assignee to effectuate the full and complete transfer of the Assigned Trademarks.

This Assignment shall be construed and enforced in accordance with the laws of the State of Ohio, without regard to principles of conflicts of law.

This Assignment may be executed in counterparts, which together shall constitute one and the same agreement.

[SIGNATURE PAGE FOLLOWS]

Assignor: The Aspen Mulling Company  
Assignee: Brand Castle, LLC

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment as of the date first above written.

THE ASPEN MULLING COMPANY

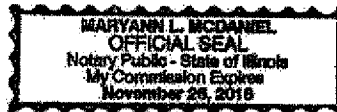
By: [Signature]  
Name: DAVID KALLEN  
Title: PRESIDENT

STATE OF IL )  
COUNTY OF COOK ) ss:

On this 10 day of July, 2014, before me appeared David Kallen, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of The Aspen Mulling Company, with authority to do so.

SEAL

Notary Public Maryann McDaniel  
My commission expires on: 11-26-16






(signatures continued on following page)



**SCHEDULE A**

**ASSIGNED TRADEMARKS**

Title	Country	Status	App. No. Filing Date	Reg. No. Reg. Date	International Class / Goods
	United States of America	Registered	76/096,069 7/25/2000	2,648,097 11/12/2002	30 Int. Spices
	United States of America	Allowed	85/545,161 2/16/2012		29 Int. Broth mixes, dip mixes, soup mixes  30 Int. Cheeseball mixes, cheesecake mixes, cookie mixes, batter mixes for baking, marinade mixes, sauce mixes, seasoning mixes, stuffing mixes containing bread, pancake and waffle mixes, powders for making desserts in the nature of pudding and gelatin; fudge mix
	United States of America	Pending	85/545,146 2/16/2012		29 Int. Powdered, non-liquid eggnog mixes  30 Int. Powdered, non-liquid mixes for bakery goods; powdered, non-liquid spiced tea mixes, mulling spices  32 Int. Powdered, non-liquid flavored beverage mixes for fruit-flavored beverages; powdered, non-liquid hot spiced drink mixes; powdered, non-liquid hot buttered rum mixes; powdered, non-liquid spiced cider beverages mixes
ASPEN MULLING	Canada	Allowed	1590606 8/17/2012		Broth mixes, dip mixes, soup mixes; Cheeseball mixes, cheesecake mixes, cookie mixes, batter mixes, marinade mixes, sauce mixes, seasoning mixes, stuffing mixes, pancake and waffle mixes, frozen dessert mixes, powders for making desserts, dried food mixes, fudge mixes
ASPEN MULLING	Canada	Allowed	1606683 12/14/2012		Spices, mulling spices; bread and muffin mix, eggnog mix; spiced tea mixes, flavored beverage mixes, spiced drink mixes; hot buttered rum mixes; spiced cider beverage mixes
ASPEN MULLING	United States of America	Registered	77/877,370 11/20/2009	3,817,425 7/13/2010	30 Int. Spices, bread and muffin mix

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Title	Country	Status	App. No. Filing Date	Reg. No. Reg. Date	International Class / Goods
ASPEN MULLING	United States of America	Allowed	85/546,137 2/17/2012		29 Int. Broth mixes, dip mixes, soup mixes  30 Int. Cheeseball mixes, cheesecake mixes, cookie mixes, batter mixes for baking, marinade mixes, sauce mixes, seasoning mixes, stuffing mixes containing bread, pancake and waffle mixes, powders for making desserts in the nature of pudding and gelatin; fudge mixes
ASPEN MULLING	United States of America	Registered	85/545154 2/16/2012	4,294,689 2/26/2013	29 Int. Eggnog mix  30 Int. Mixes for bakery goods, spiced tea mixes, mulling spices  32 Int. Flavored beverage mixes for fruit-flavored beverages, spiced drink mixes, hot buttered rum mixes, spiced cider beverage mixes
ASPEN MULLING LOGO	United States of America	Allowed	85/545,186 2/16/2012		29 Int. Broth mixes, dip mixes, soup mixes  30 Int. cheeseball mixes, cheesecake mixes, cookie mixes, batter mixes for baking, marinade mixes, sauce mixes, seasoning mixes, stuffing mixes containing bread, pancake and waffle mixes, powders for making desserts in the nature of pudding and gelatin, fudge mixes
ASPEN MULLING LOGO	United States of America	Registered	85/545,175 2/16/2012	4,285,133 2/5/2013	29 Int. Eggnog mixes  30 Int. Mixes for bakery goods, spiced tea mixes, mulling spices  32 Int. Flavored beverage mixes for fruit-flavored beverages, spiced drink mixes, hot buttered rum mixes, spiced cider beverage mixes
ASPEN MULLING SPICES	United States of America	Registered	78/468,576 8/17/2004	3,0702,72 3/21/2006	30 Int. Spices  32 Int. Spiced apple cider beverage mix  33 Int. Spiced wine mix

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Title	Country	Status	App. No. Filing Date	Reg. No. Reg. Date	International Class / Goods
ASPEN TASTE	Canada	Registered	1246866 2/11/2005	TMA658318 2/8/2006	Chocolate fudge mix, spices, cinnamon sticks, cookie mix, and muffin mix; spiced apple cider beverage mix, spiced tea mix, spiced wine mix, and eggnog mix; hot cocoa mix and spiced cocoa mix
ASPEN TASTE	United States of America	Registered	78/977,757 8/17/2004	3,209,781 2/13/2007	30 Int. Spices, spiced tea mix  33Int. Spiced wine mix
ASPEN TASTE	United States of America	Registered	77/703,565 3/31/2009	3,914,826 2/1/2011	29 Int. Eggnog mix  32 Int. Hot buttered rum mix
THE TASTE OF ASPEN!	United States of America	Registered	78/468,580 8/17/2004	3,034,908 12/27/2005	29 Int. Egg nog mix  30 Int. Chocolate fudge mix, spices  32 Int. Spiced apple cider beverage mix and lemonade drink mix
THE TASTE OF ASPEN!	United States of America	Registered	85/498,693 12/19/2011	4,284,962 2/5/2013	30 Int. Muffin mixes  32 Int. Flavored drink mixes for fruit-flavored beverages; hot buttered rum mix