

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370922

| | | | |
|---|--|------------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hope Wine LLC | | 01/05/2016 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | ONEHOPE, Inc. | | |
| Street Address: | 1911 S Susan St | | |
| City: | Santa Ana | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92704 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 10 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86537329 | | |
| Serial Number: | 86537399 | WINENOT | |
| Serial Number: | 85727742 | CASE FOR A CAUSE | |
| Serial Number: | 85674097 | CAUSE-CENTRIC COMMERCE | |
| Serial Number: | 85643816 | CASE OF THE MONDAYS | |
| Serial Number: | 85375323 | HOPE AT HOME | |
| Serial Number: | 77922382 | ONEHOPE | |
| Serial Number: | 77912299 | | |
| Serial Number: | 77616744 | ONEHOPE | |
| Serial Number: | 77616734 | ONEHOPE | |
| 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: | 3104556761 | | |
| Email: | shaheen@esselaw.com | | |
| Correspondent Name: | Shaheen Sheik-Sadhal | | |
| Address Line 1: | Suite G-420 | | |
| Address Line 4: | Anaheim Hills, CALIFORNIA 92807 | | |

OP \$265.00 86537329

| | |
|--|------------------------|
| NAME OF SUBMITTER: | Shaheen Sheik-Sadhal |
| SIGNATURE: | /Shaheen Sheik-Sadhal/ |
| DATE SIGNED: | 01/28/2016 |
| Total Attachments: 3 source=ONEHOPE TM Assignment_2015-01-05_Fully Exec v2#page1.tif source=ONEHOPE TM Assignment_2015-01-05_Fully Exec v2#page2.tif source=ONEHOPE TM Assignment_2015-01-05_Fully Exec v2#page3.tif | |

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of January 5, 2016, is made by Hope Wine, LLC ("**Assignor**"), a Delaware Limited Liability Company, located at 1911 South Susan Street, Santa Ana, CA 92704, in favor of its parent company ONEHOPE, Inc. ("**Assignee**"), a California corporation, located at 1911 S. Susan Street, Santa Ana, CA 92704.

WHEREAS, Assignee wishes to receive from Assignor Assignor's rights in the trademarks listed in Schedule A, paying to Assignor \$40 per mark;

WHEREAS, Assignor wishes to transfer to Assignee all rights in the trademarks listed in Schedule A, receiving from Assignee \$40 per mark; and

WHEREAS, the parties wish the transfer contemplated by this Trademark Assignment to be recorded with the United States Patent and Trademark Office;

NOW, THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to all marks listed in Schedule A (the "**Marks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Marks, including:

- (a) all rights of any kind whatsoever of Assignor accruing with respect to the Marks provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;
- (b) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to the Marks; and
- (c) any and all claims and causes of action with respect to the Marks, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence or perfect the assignment of the Marks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic

transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of California, without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

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

Hope Wine, LLC

By: 

Name: Tom Leahy

Title: *President*

Address for Notices:

1911 S Susan Street
Santa Ana, CA 92704

1/5/2015

AGREED TO AND ACCEPTED:

ONEHOPE, Inc

By: 

Name: Jake Kloberdanz

Title: CEO

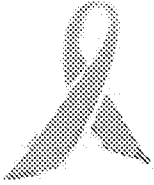
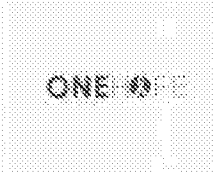
Address for Notices:


1911 S Susan Street
Santa Ana, CA 92704

1/5/2015

Schedule A to Trademark Assignment Agreement

SCHEDULE A

| Mark | Registration No. | Registration Date |
|--|-------------------------|--------------------------|
| WINENOT | 4812713 | September 15, 2015 |
| CASE FOR A CAUSE | 4706098 | March 24, 2015 |
| CAUSE-CENTRIC COMMERCE | 4456723 | December 24, 2013 |
| CASE OF THE MONDAYS | 4430916 | November 12, 2013 |
| HOPE AT HOME | 4118147 | March 27, 2012 |
| ONEHOPE | 4078516 | January 3, 2012 |
|  | 3834665 | August 17, 2010 |
|  | 3735093 | January 5, 2010 |
| ONEHOPE | 3735092 | January 5, 2010 |

| Mark | Specimen | Serial No. | Application Date |
|-----------------------------------|---|-------------------|-------------------------|
| [glittery finish on wine bottles] |  | 86537329 | February 17, 2015 |

Schedule A to Trademark Assignment Agreement