

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM845216

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kona Gold Beverage, Inc.		10/11/2023	Corporation:
Kona Gold, Inc.		10/11/2023	Corporation:
Highdrate, LLC		10/11/2023	Limited Liability Company:
Gold Leaf Distribution, LLC		10/11/2023	Limited Liability Company:
S and S Beverage, Inc.		10/11/2023	Corporation:
RECEIVING PARTY DATA			
Name:	Sprecher Brewing Company, LLC		
Street Address:	701 W Glendale Ave		
City:	Glendale		
State/Country:	WISCONSIN		
Postal Code:	53209		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	6643331	OOH LA LEMIN	
Registration Number:	7137535	OOH LA LEMIN	
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:	1415105389		
Email:	mclauss@sprecherbrewery.com		
Correspondent Name:	Mark Clauss		
Address Line 1:	701 W Glendale Ave		
Address Line 4:	Glendale, WISCONSIN 53209		
NAME OF SUBMITTER:	Mark A. Clauss		
SIGNATURE:	/Mark A. Clauss/		
DATE SIGNED:	10/11/2023		
Total Attachments:	2		

OP \$65.00 6643331

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ASSIGNMENT
"OOH LA LEMIN"

WHEREAS, Kona Gold Beverage, Inc. a Delaware corporation, with its principal offices at: 746 North Drive, Suite A, Melbourne, Florida 32934 together with its subsidiaries and affiliates have adopted used and are using marks entitled, "OOH LA LEMIN" which were registered in the United States Patent and Trademark Office as follows:

February 23, 2021		August 15, 2023	
Registration No.:	6643331	Registration No.:	7137535
Serial No.:	90542298	Serial No.:	97490606

WHEREAS, Sprecher Brewing Company, LLC, a Wisconsin limited liability company with its principal offices at: 701 West Glendale Ave., Glendale, Wisconsin 53209, is desirous of acquiring said mark and the application thereof.

NOW THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Kona Gold Beverage, Inc. its subsidiaries and affiliates hereby sell, assign and transfer to Sprecher Brewing Company, LLC, its successors and assigns, all right title and interest, in and to the trademark, registrations therefore together with the good will of the business symbolized by the mark, and the above identified trademark application thereof.

FURTHER, Kona Gold Beverage, Inc. covenants and agrees that it is the owner of the full title herein assigned and has the right to assign the same, and agrees that it will communicate to Sprecher Brewing Company, LLC or its representatives any facts known to itself respecting said mark and testify in any legal proceeding relating thereto when called upon, and will sign all instruments and documents and render such assistance which, in the judgment of Sprecher Brewing Company, LLC, is necessary to vest and protect the legal title sought to be assigned.

Date: 10/11/2023

KONA GOLD BEVERAGE, INC.



By: Robert Clark
Its: CEO

Date: 10/11/2023

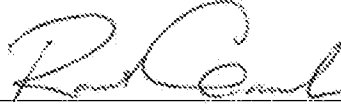
KONA GOLD, INC.



By: Robert Clark
Its: CEO

Date: 10/11/2023

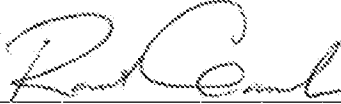
HIGHDRATE, LLC



By: Robert Clark
Its: CEO

Date: 10/11/2023


GOLD LEAF DISTRIBUTION, LLC



By: Robert Clark
Its: CEO

Date: 10/11/2023

S AND S BEVERAGE, INC.



By: Robert Clark
Its: CEO