

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3501451

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DORIAN LEVY	08/26/2015
WILLIAM PRINDLE	08/18/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	STUPID GOOD BEVERAGE COMPANY LLC
<b>Street Address:</b>	351 PASEO NUEVO
<b>Internal Address:</b>	2ND FLOOR
<b>City:</b>	SANTA BARBARA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	93101
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29536449
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)588-0500
<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>	212-588-0800
<b>Email:</b>	disrael@flhlaw.com
<b>Correspondent Name:</b>	PAUL A. LEVY
<b>Address Line 1:</b>	745 PARK AVENUE
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10151
<b>ATTORNEY DOCKET NUMBER:</b>	289001-2001
<b>NAME OF SUBMITTER:</b>	PAUL A. LEVY
<b>SIGNATURE:</b>	/Paul A. Levy/
<b>DATE SIGNED:</b>	08/27/2015
<b>Total Attachments: 2</b>	
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source=01583959#page2.tif	

289001-2001

**INVENTION/PATENT APPLICATION ASSIGNMENT**  
**FROM INVENTOR(S) TO COMPANY**

WHEREAS I, **Dorian LEVY** and **William PRINDLE**, have made a certain new and ornamental invention as set forth in an application for United States Design Letters Patent, entitled: **CUP**, executed by me on the date of execution of this document, as shown below, and for which an application for United States Letters Patent was filed on **August 17, 2015**, and identified by United States Serial No. **29/536,449**;

AND WHEREAS, **Stupid Good Beverage Company LLC**, a company having an address at **351 Paseo Nuevo, 2<sup>nd</sup> Floor, Santa Barbara, CA 93101**, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries that may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto said assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries that may be issued for said invention;

UPON SAID CONSIDERATIONS, I hereby agree with the said assignee that I will not execute any writing or do any act whatsoever conflicting with these presents, and that I will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or causes of action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

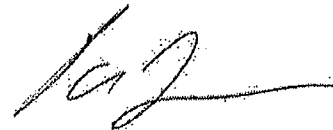
AND I request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States that may be issued for said invention to said assignee, its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

Dated:

8/26/2015

Signature:

Dorian Levy



Signature:

Dated:

William Prindle

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289001-2001

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**FROM INVENTOR(S) TO COMPANY**

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Dated:

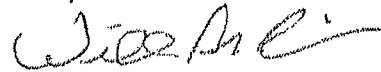
Signature:

Dorian Levy

Dated:

8/18/2015

Signature:



William Prindle

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