

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM535226

<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 Treadstone Group, Inc.		08/02/2019	Corporation: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Anheuser-Busch, LLC		
<b>Street Address:</b>	One Busch Place		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63118		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88405941	ALOHA BEACHES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	3034732861		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Andrea Anderson		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	31958.1576		
<b>NAME OF SUBMITTER:</b>	Andrea Anderson		
<b>SIGNATURE:</b>	/Andrea Anderson/		
<b>DATE SIGNED:</b>	08/05/2019		
<b>Total Attachments: 1</b>			
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## TRADEMARK ASSIGNMENT

The Treadstone Group, Inc., a North Carolina corporation with an address of 2173 Smith Harbour Drive, Denver, North Carolina 28037 (“Assignor”), is the owner of the following United States trademark and United States trademark registration (the “Trademark”):

Mark	U.S. Application No.
ALOHA BEACHES	88405941

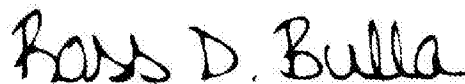
Anheuser-Busch, LLC, a Missouri limited liability company with an address of One Busch Place, St. Louis, Missouri 63118 (“Assignee”), seeks to acquire all right, title and interest in and to the Trademark together with its goodwill.

In consideration of the above recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark together with the goodwill of the business symbolized by the trademark and all common law rights and goodwill associated with the Trademark.

This Trademark Assignment is effective as of August 1, 2019.

Executed on August 2, 2019

**ASSIGNOR**  
**THE TREADSTONE GROUP, INC.**



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**Name:** Ross Bulla  
**Title:** President