

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM347505

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dixie Brewing Company, Inc.		09/21/2007	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Stripes Unlimited, L.L.C.		
Street Address:	71 Neron Place		
City:	New Orleans		
State/Country:	LOUISIANA		
Postal Code:	70118		
Entity Type:	LIMITED LIABILITY COMPANY: LOUISIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1349872	DIXIE	
Registration Number:	1389337	DIXIE BREWED WITH CRYSTAL CLEAR WATER OR	
CORRESPONDENCE DATA			
Fax Number:	2259262685		
<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:	2259279908		
Email:	srd@roykiesel.com		
Correspondent Name:	Stephen R. Doody		
Address Line 1:	9100 Bluebonnet Centre Blvd.		
Address Line 2:	Suite 100		
Address Line 4:	Baton Rouge, LOUISIANA 70809		
ATTORNEY DOCKET NUMBER:	11110.001		
NAME OF SUBMITTER:	Stephen R. Doody		
SIGNATURE:	/srd/		
DATE SIGNED:	07/09/2015		
Total Attachments: 3			
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OP \$65.00 1349872

**ASSIGNMENT AND BILL OF SALE
OF TRADEMARKS, TRADE NAMES, GOODWILL
AND CLAIMS RELATED TO TRADEMARK INFRINGEMENT**

WHEREAS, Dixie Brewing Company, Inc. ("Assignor"), a Louisiana corporation corporation, having its principal office located at 2537 Tulane Avenue, New Orleans, Louisiana 70119, has adopted, used and is using the mark "Dixie" (the "Mark") in association with beer and promotional, advertising and merchandising materials relating to beer, has registered said Mark in the United States Patent and Trademark Office, Registration No. 1349872 (the "Registration"), and has established through the use of said Mark certain rights and goodwill with respect to the same;

WHEREAS, Assignor has adopted, used and is using the trade names, logos and service marks listed on Exhibit "A" hereto (collectively, the "Trade Names") in association with beer and promotional, advertising and merchandising materials relating to beer and has established through the use of said Trade Names certain rights and goodwill with respect to the same;

WHEREAS, Stripes Unlimited, L.L.C. ("Assignee"), a Louisiana limited liability company, is desirous of acquiring said Mark, the Registration thereof, the Trade Names, all goodwill of the business symbolized by and associated with said Mark and Trade Names, and all past, present and future claims and/or causes of action related in any way to the infringement and/or unauthorized use of said Mark and Trade Names;

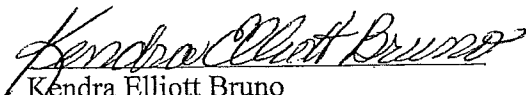
NOW, THEREFORE, for Two Hundred Seventy-Two Thousand Two Hundred Eighty-Eight and 81/100 (\$272,288.81) Dollars and other good and valuable consideration, including the grant of a Licensing Agreement by Assignee to Assignor of even date herewith, receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign, transfer and convey unto Assignee, all right, title and interest in and to said Mark and Trade Names, together with all goodwill of the business symbolized by and associated with said Mark, the Registration thereof,

and the Trade Names, as well as all past, present and future claims and/or causes of action related in any way to the infringement and/or unauthorized use of the Mark and the Trade Names.

In addition to the foregoing, Assignor hereby sells, transfers and assigns to Assignee the following tangible assets: Assignor's entire inventory of dies, plates, stamps, labels, art work, packaging materials, and promotional items relating to the Mark and the Trade Names.

IN TESTIMONY WHEREOF, we have hereunto executed this assignment on the dates indicated below.

Dixie Brewing Company, Inc. ("Assignor")

BY: 
Kendra Elliott Bruno
TITLE: President
DATE: September 21, 2007

Stripes Unlimited, L.L.C. ("Assignee")

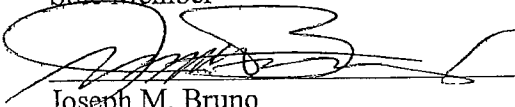
BY: Maddison J. Bruno Inter Vivos Trust
ITS: Sole Member
BY: 
Joseph M. Bruno
TITLE: Trustee
DATE: September 21, 2007

EXHIBIT "A"

All of Dixie Brewing Company, Inc.'s right, title and interest in and to its trademarks, trade names, logos and service marks now or previously used by Dixie Brewing Company, Inc. at any time since the year 1906, including, without limitation, all of the following:

"Dixie" Trademark, United States Patent and Trademark Office, Registration No. 1349872.
Dixie Beer
Dixie Amber Beer
Dixie Amber Light Beer
Dixie Blackened Voodoo Beer
Dixie Brewing Company
Dixie Brewing Company, Inc.
Dixie Jazz Beer
Dixie
Jazz
Dixie Light Beer
Dixie Chocolate Moose
Dixie White Moose

All logos and service marks utilized by Dixie Brewing Company, Inc. at any time during the period from 1906 to date in connection with the marketing, promotion or sale of its products.