

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM596702

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION
<b>RESUBMIT DOCUMENT ID:</b>	900563785

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Black Rifle Coffee Company LLC		12/01/2017	Limited Liability Company: UTAH

**RECEIVING PARTY DATA**

<b>Name:</b>	Black Rifle Coffee Company LLC
<b>Street Address:</b>	1144 S 500 W
<b>City:</b>	Salt Lake City
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84101
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 40**

Property Type	Number	Word Mark
Serial Number:	87675733	BECAUSE HIPSTERS DIDN'T INVENT COFFEE
Serial Number:	87347726	BLACK BUFFALO BLEND
Serial Number:	86781161	BLACK RIFLE COFFEE COMPANY
Serial Number:	88697921	BLACK RIFLE COFFEE COMPANY
Serial Number:	88767399	BLACK RIFLE COFFEE COMPANY
Serial Number:	87347697	CAFFEINATED OR DIE
Serial Number:	87347700	CAFFEINE OR DIE
Serial Number:	87179002	COFFEE, OR DIE
Serial Number:	87980527	COFFEE, OR DIE
Serial Number:	87982120	COFFEE, OR DIE
Serial Number:	87481508	FREEDOM FUEL
Serial Number:	87498965	FUEL YOUR FREEDOM
Serial Number:	87347722	JUST BLACK
Serial Number:	87312520	MAKE COFFEE GREAT AGAIN
Serial Number:	87347718	PEACEMAKER BLEND
Serial Number:	87347714	STAY CAFFEINATED OR DIE
Serial Number:	87351083	BRCC BLACK RIFLE COFFEE COMPANY
Serial Number:	87350929	BRCC

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	88697930	BRCC
Serial Number:	88767412	BRCC
Serial Number:	88630186	POWER LLAMA
Serial Number:	88630197	ESPRESSO MULE
Serial Number:	88638724	ATOMIC ORCA
Serial Number:	88638738	MACHETE GOAT
Serial Number:	88638749	SPACE BEAR
Serial Number:	88638801	ASTRO BEAR
Serial Number:	88638809	HAMICORN
Serial Number:	88647620	RHINO ZULU
Serial Number:	88675384	NOBLE WOODSMAN
Serial Number:	88675398	BLACK RIFLE SUPPLY CO.
Serial Number:	88680713	COFFEE SAVES
Serial Number:	88680758	SILENCER SMOOTH
Serial Number:	88680771	GUNSHIP
Serial Number:	88680798	CAF
Serial Number:	88680809	AK ESPRESSO
Serial Number:	88680816	JD JUST DECAF
Serial Number:	88680829	BLACKBEARD'S DELIGHT
Serial Number:	88680837	BEYOND BLACK
Serial Number:	88680847	MURDERED OUT
Serial Number:	88817175	LUCHA CABRA

**CORRESPONDENCE DATA**

**Fax Number:** 6123329081

*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.*

**Phone:** 6123325300

**Email:** cmanthie@merchantgould.com

**Correspondent Name:** Andrew S. Ehard

**Address Line 1:** P.O. BOX 2903

**Address Line 2:** MERCHANT & GOULD P.C.

**Address Line 4:** MINNEAPOLIS, MINNESOTA 55102

<b>ATTORNEY DOCKET NUMBER:</b>	18523.1
<b>NAME OF SUBMITTER:</b>	Andrew S. Ehard
<b>SIGNATURE:</b>	/Andrew S. Ehard/
<b>DATE SIGNED:</b>	09/09/2020

**Total Attachments: 4**

source=3. Delaware Certificate of Conversion and Formation of BRCC#page1.tif

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# Delaware

The First State

Page 1

*I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF AN UTAH LIMITED LIABILITY COMPANY UNDER THE NAME OF "BLACK RIFLE COFFEE COMPANY LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE FIRST DAY OF DECEMBER, A.D. 2017, AT 3:53 O`CLOCK P.M.*



  
Jeffrey W. Bullock, Secretary of State

6641668 8100F  
SR# 20177341973

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203678878  
Date: 12-04-17

**TRADEMARK**  
**REEL: 007031 FRAME: 0964**

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "BLACK RIFLE COFFEE COMPANY LLC" FILED IN THIS OFFICE ON THE FIRST DAY OF DECEMBER, A.D. 2017, AT 3:53 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

6641668 8100F  
SR# 20177341973

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 203678878  
Date: 12-04-17

**TRADEMARK**  
**REEL: 007031 FRAME: 0965**

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 03:53 PM 12/01/2017  
FILED 03:53 PM 12/01/2017  
SR 20177341973 - File Number 6641668

**STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO  
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT**

- 1) The jurisdiction where the Non-Delaware Limited Liability Company first formed is Utah.
- 2) The jurisdiction immediately prior to filing this Certificate is Utah.
- 3) The date the Non-Delaware Limited Liability Company first formed is December 22, 2014.
- 4) The name of the Non-Delaware Limited Liability Company immediately prior to filing this certificate is Black Rifle Coffee Company LLC.
- 5) The name of the Limited Liability Company as set forth in the Certificate of Formation is Black Rifle Coffee Company LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on 1st day  
of December, A.D. 2017.

By:   
\_\_\_\_\_  
Authorized Person

Name: Evan Hafer  
Print or Type

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 03:53 PM 12/01/2017  
FILED 03:53 PM 12/01/2017  
SR 20177341973 - File Number 6641668

**STATE OF DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE OF FORMATION**

**FIRST:** The name of the limited liability company is Black Rifle Coffee Company LLC.

**SECOND:** The address of its registered office in the State of Delaware is 1209 Orange Street, Wilmington, Delaware 19801, New Castle County. The name of its registered agent at such address is The Corporation Trust Company.

**THIRD:** Except as otherwise provided by the Delaware Limited Liability Company Act, the debts, obligations and liabilities of the Company, whether arising in contract, tort or otherwise, shall be solely the debts, obligations and liabilities of the Company; and no member, manager or other agent of the Company shall be obligated personally for any such debt, obligation or liability of the Company solely by reason of being a member, manager or other agent of the Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 1st day of December, 2017.

By:   
Authorized Person

Name: Evan Hafer