Exhibit B - "BLUE" Marks in Class 32



Word Mark BLUE CROWN BREWING

Goods and Services IC 032. US 045 046 048. G & S: Beer

Standard Characters

Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88296468

Filing Date February 11, 2019

Current Basis 1B **Original Filing Basis** 1B

Published for

May 28, 2019

Opposition

Owner (APPLICANT) Home Brew Mart, Inc. CORPORATION CALIFORNIA 9045 Carroll

Way San Diego CALIFORNIA 92121

Attorney of Record Julia K. Sutherland

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREWING" APART **Disclaimer**

FROM THE MARK AS SHOWN

Type of Mark **TRADEMARK** Register **PRINCIPAL**

Live/Dead Indicator LIVE

Word Mark

USBLUE

Goods and **Services**

IC 001, US 001 005 006 010 026 046, G & S; Activated carbons for water filtering, water softening; Ceramic particles for use as a filtering media in water filtering, water softening; Chemicals for use in purification of water; Ion-exchange resin membranes; Ion-exchange resins; Mineral substances in the nature of filtering materials in water filtering; Vegetable substances in the nature of filtering materials in water filtering; Chemical products for preventing scale: Chemical solutions in the nature of multimetal corrosion and scale inhibitor treatments for hydronic heating and cooling systems

IC 011. US 013 021 023 031 034. G & S: Air cleaning units; Air purifiers; Air purifying apparatus and machines; Air exchangers for cleaning and purifying air; Apparatus for filtering drinking water; Water filters; Water heaters; Water purification and filtration apparatus; Water purification machines; Water purification units; Water purification, sedimentation and filtration apparatus for clarification, thickening and filtration of water, waste water and industrial water: Water softening apparatus and installations; Water softening units; Water treatment equipment, namely, water filtration units; Electric air deodorizing apparatus; Hot water heaters

IC 032. US 045 046 048. G & S: Water beverages; Bottled drinking water; Drinking water; Mineral water; Purified drinking water; Soda water; Sparkling water; Spring water

IC 037. US 100 103 106. G & S: Boiler cleaning and repair; Burner maintenance or repair; Installation and repair of air-conditioning apparatus; Installation and replacement service for water heaters; Installation of kitchen appliances; Maintenance of consumer electric appliances; Repair of consumer electric appliances

IC 040. US 100 103 106. G & S: Air deodorizing; Air freshening; Air purification; Leasing of air conditioners; Rental and leasing of hot water heaters; Rental of air conditioning apparatus; Water treating

Standard Characters Claimed

Code

Mark Drawing

(4) STANDARD CHARACTER MARK

Serial Number 88255351

Filing Date January 9, 2019

Current Basis 1B
Original Filing
Basis

Published for

Opposition May 7, 2019

Owner (APPLICANT) Dongfeng Zhang INDIVIDUAL UNITED STATES 6 Carol Lane River Edge

NEW JERSEY 07661

Attorney of Record

Heng Wang

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator

LIVE

Word Mark USBLUEPURE

Goods and Services

IC 001. US 001 005 006 010 026 046. G & S: Activated carbons for water filtering, water softening; Ceramic particles for use as a filtering media in water filtering, water softening; Chemicals for use in purification of water; Ion-exchange resin membranes; Ion-exchange resins; Mineral substances in the nature of filtering materials in water filtering; Vegetable substances in the nature of filtering materials in water filtering; Chemical products for preventing scale; Chemical solutions in the nature of multimetal corrosion and scale inhibitor treatments for hydronic heating and cooling systems

IC 011. US 013 021 023 031 034. G & S: Air cleaning units; Air purifiers; Air purifying apparatus and machines; Air exchangers for cleaning and purifying air; Apparatus for filtering drinking water; Water filters; Water heaters; Water purification and filtration apparatus; Water purification machines; Water purification units; Water purification, sedimentation and filtration apparatus for clarification, thickening and filtration of water, waste water and industrial water; Water softening apparatus and installations; Water softening units; Water treatment equipment, namely, water filtration units; Electric air deodorizing apparatus; Hot water heaters

IC 032. US 045 046 048. G & S: Water beverages; Bottled drinking water; Drinking water; Mineral water; Purified drinking water; Soda water; Sparkling water; Spring water

IC 037. US 100 103 106. G & S: Boiler cleaning and repair; Burner maintenance or repair; Installation and repair of air-conditioning apparatus; Installation and replacement service for water heaters; Installation of kitchen appliances; Maintenance of consumer electric appliances; Repair of consumer electric appliances

IC 040. US 100 103 106. G & S: Air deodorizing; Air freshening; Air purification; Leasing of air conditioners; Rental and leasing of hot water heaters; Rental of air conditioning apparatus; Water treating

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number 88255340

Filing Date January 9, 2019

Current Basis Original Filing 1B **Basis**

Published for

May 7, 2019 Opposition

Owner (APPLICANT) Dongfeng Zhang INDIVIDUAL UNITED STATES 6 Carol Lane River Edge

NEW JERSEY 07661

Attorney of

Heng Wang Record

TRADEMARK. SERVICE MARK Type of Mark

Register **PRINCIPAL**

Live/Dead Indicator

LIVE

Word Mark THE BLUE LAKE PROCESS

Goods and Services IC 032. US 045 046 048. G & S: Processed hops for use in making beer

Standard Characters

Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88311721

Filing Date February 22, 2019

Current Basis Original Filing Basis

Owner (APPLICANT) Starborne Productions LLC LIMITED LIABILITY COMPANY

MICHIGAN 10360 Blue Lake Rd Twin Lake MICHIGAN 49457

Type of Mark **TRADEMARK PRINCIPAL** Register

Live/Dead Indicator LIVE



Word Mark LABATT BLUE Goods and IC 032. US 045 046 048. G & S: Beer. FIRST USE: 20190102. FIRST USE IN

Services COMMERCE: 20190102

Mark Drawing

Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search

Code

05.03.25 - Leaf, single; Other leaves

Serial Number 88381782 **Filing Date** April 11, 2019

Current Basis 1A
Original Filing
Basis

Owner (APPLICANT) 1793161 Ontario Inc. CORPORATION CANADA 199 Bay Street, Commerce

Court West Toronto, Ontario CANADA M5L1A9

Attorney of Record

Kimberly I. Shimomura

Prior

Registrations

1098297;2270247;3301499

Description of

Mark

Color is not claimed as a feature of the mark. The mark consists of the word BLUE. Directly above the "u" and the "e" in the word BLUE is the cursive word LABATT and centered above

the word LABATT is a leaf.

Type of Mark TRADEMARK Register PRINCIPAL

Live/Dead Indicator

LIVE



Word Mark

Goods and Services

Mark Drawing Code

Design Search Code

Serial Number Filing Date Current Basis

Original Filing Basis

Owner

LABATT BLUE LIGHT

IC 032. US 045 046 048. G & S: Beer. FIRST USE: 20190114. FIRST USE IN

COMMERCE: 20190114

(3) DESIGN PLUS WORDS, LETTERS,

AND/OR NUMBERS

05.03.25 - Leaf, single; Other leaves

88381746 April 11, 2019

1A

1A

(APPLICANT) 1793161 Ontario Inc. CORPORATION CANADA 199 Bay Street, Commerce Court West Toronto,

Ontario CANADA M5L1A9

Attorney of Record Kimberly I. Shimomura **Prior Registrations** 1098297;2270247;3301499

Description of Mark Color is not claimed as a feature of the

mark. The mark consists of the word BLUE over the word LIGHT. Directly above the "u" and the "e" in the word BLUE is the cursive word LABATT and centered above the word LABATT is a

leaf.

Type of Mark **TRADEMARK** Register **PRINCIPAL**

Live/Dead Indicator LIVE

Word Mark BLUE ILLUMINATING WATER

Goods and IC 032, US 045 046 048, G & S; Fruit juice; Fruit juice beverages; Fruit juices; Fruit juices and fruit Services

drinks; Fruit drinks and juices; Fruit drinks and fruit juices; Mixed fruit juice; Non-alcoholic beverages containing fruit juices; Non-alcoholic fruit juice beverages. FIRST USE: 20181128. FIRST USE IN

COMMERCE: 20181128

Standard Characters Claimed

Mark

Drawing (4) STANDARD CHARACTER MARK

Code

Serial

88370353 Number

Filing Date April 3, 2019

Current

1A **Basis**

Original

1A Filing Basis

Owner (APPLICANT) Gawley Skin Care LLC LIMITED

LIABILITY COMPANY ARIZONA 8913 E Bell Rd. Bldg E. Suite 101-B Scottsdale ARIZONA 85260

Attorney of

Record

Joshua Becker

Type of Mark TRADEMARK Register **PRINCIPAL**

Live/Dead

LIVE Indicator

Word Mark OSKAR BLUES BREWERY

Goods and IC 032, US 045 046 048, G & S: Beers, FIRST **Services** USE: 19990101. FIRST USE IN COMMERCE:

19990101

Standard Characters Claimed

Mark Drawing

Code

(4) STANDARD CHARACTER MARK

Serial Number

88200807

1442473

Filing Date

November 20, 2018

Current Basis Original Filing

1A

1A

Basis

International

Registration

Number **Owner**

(APPLICANT) CANARCHY CRAFT BREWERY

COLLECTIVE LLC LIMITED LIABILITY COMPANY COLORADO 1800 PIKE ROAD

LONGMONT COLORADO 80501

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of Record

Richard Y. Kim

Prior

Registrations

3198713;3198714;3921192

Type of Mark TRADEMARK Register **PRINCIPAL**

Other Data The name shown in the mark does not identify a

particular living individual

Live/Dead Indicator

LIVE

Word Mark TAHOE BLUE

Goods and **Services**

IC 032. US 045 046 048. G & S: Bottled water; Bottled artesian water; Bottled drinking water; Spring water; Flavored bottled water; Purified

bottled drinking water

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Serial Number 88333969

Filing Date March 11, 2019

Current Basis 1B **Original Filing**

Basis

Code

1B

Owner

(APPLICANT) Heim, Brian E. INDIVIDUAL UNITED STATES PO BOX 112 PO Box 112

OAKVILLE CALIFORNIA 94562

Type of Mark TRADEMARK Register **PRINCIPAL**

Live/Dead LIVE Indicator

Word Mark BLUE KINGFISHER

Goods and Services

IC 032, US 045 046 048, G & S; Beer

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number 88157122

Filing Date October 16, 2018

Current Basis 1B
Original Filing

Basis

Owner (APPLICANT) Jom Wine & Spirits, Inc.

CORPORATION ILLINOIS C/O LegalForce RAPC Worldwide 446 E Southern Ave Tempe ARIZONA

85282

Attorney of Record

Ruth Khalsa

Type of Mark TRADEMARK Register PRINCIPAL

Live/Dead Indicator

LIVE



Word Mark BLUE ZONES

Goods and Services

IC 029. US 046. G & S: Beans, preserved; Dried fruits; Hummus; Meat substitutes; Olive oils for food; Olives, preserved; Seeds prepared for human consumption, not being seasonings or flavourings; Soups; Yogurt; Clam juice; Dried beans; Freezedried fruits; Greek yogurt; Nut- and dried fruit- based

snack bars; Preparations for making soups; Prepared nuts; Preserved, dried and cooked olives; Preserved, frozen, dried and cooked fruits and vegetables; Processed olives; Shelled nuts; Soy yogurt; Truffle juice; Vegetable juices for cooking IC 030. US 046. G & S: Carao fruit syrup for use as food; Cereal bars; Cereal-based snack food; Chocolate; Cocoa; Coffee; Corn meal; Flour; Granola; Honey; Nut flours; Sauces; Seasonings; Spices; Tea; Breakfast cereals; Coffee beans; Garden herbs, preserved; Seasoning mixes for soups; Sesame seeds for use as seasonings; Trail mix consisting primarily of granola, and also including nuts and fruits

IC 032. US 045 046 048. G & S: Horchata; Juice base concentrates; Fruit juices; Vegetable juices; Vegetable-fruit juices

IC 035. US 100 101 102. G & S: On-line retail store services featuring downloadable software in the field of health, well-being and longevity based on research involving cultures of longevity and wellness; Promoting public awareness of public health initiatives and projects that improve health, well-being and longevity by optimizing policy, building design, social networks, and the built environment based on research involving cultures of longevity and wellness; Promoting public interest and awareness of practices to improve the health and longevity of communities through the organizing of public health projects; On-line retail store services featuring books and publications, foods, food products, coffee, tea, beverages, seeds, gardening tools and accessories, yoga clothing and accessories, exercise goods, athletic goods, sporting goods, clothing, supplements, pharmaceuticals based on research involving cultures of longevity and wellness, health care products based on research involving cultures of longevity and wellness, cosmetics, fragrance products, and a wide variety of consumer goods for others; Business administration of programs in the nature of wellness programs that improve health and longevity that are based on research involving cultures of longevity and wellness

IC 041. US 100 101 107. G & S: Education services, namely, providing lectures, classes, workshops, seminars, conferences, power point presentations, learning through small group activities and professional coaching in the field of development and implementation of public health initiatives and projects designed to improve health, well-being and longevity; Education services, namely, providing lectures, classes, workshops, seminars, conferences, power point presentations, learning through small group activities and professional coaching in the fields of improvement of health, well-being and longevity, especially by optimizing policy, building design, social networks, and the built

environment based on research involving cultures of longevity and wellness; Educational services, namely, providing lectures, classes, workshops, seminars, conferences, power point presentations, learning through small group activities and professional coaching in the fields of field of health care and planning, administering and managing public health initiatives and projects in the nature of wellness programs that improve health, well-being and longevity based on research involving cultures of longevity and wellness; Educational services, namely, developing, arranging, and conducting educational conferences and programs and providing courses of instruction in the field of cultures of longevity and wellness based on research involving cultures of longevity and wellness; Conducting fitness classes

IC 044. US 100 101. G & S: Health care consulting in the field of improving health, well-being and longevity by optimizing policy, building design, social networks, and the built environment based on research involving cultures of longevity and wellness; Health care services, namely, wellness programs for communities that are based on research involving cultures of longevity and wellness; health care services, namely, wellness programs that improve health and longevity that are based on research involving cultures of longevity and wellness; Providing health care information by global computer networks in the field of improving health, well-being and longevity by optimizing policy, building design, social networks, and the built environment based on research involving cultures of longevity and wellness

Code

Mark Drawing (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design

05.03.08 - More than one leaf, including scattered **Search Code** leaves, bunches of leaves not attached to branches 26.01.09 - Circles having animals as a border; Circles having geometric figures as a border; Circles having humans as a border; Circles having objects as a border; Circles having plants as a border; Geometric figures, objects, humans, plants or animals forming or bordering the perimeter of a circle.

> 26.03.14 - Ovals, three or more; Three or more ovals

26.03.28 - Miscellaneous designs with overall oval shape, including amoeba-like shapes and irregular ovals; Oval shape (miscellaneous overall shape)

Serial Number

88081535

Filing Date

August 16, 2018

Current Basis 1B

Original **Filing Basis**

1B

Owner

(APPLICANT) Blue Zones, LLC LIMITED LIABILITY COMPANY DELAWARE 323 N. Washington Ave., 2nd Floor Minneapolis MINNESOTA 55401

Attorney of Record

Ian J. Block

Prior

Registrations

4081643;4403579;4859916;AND OTHERS

Description of Mark

The color(s) blue and light blue is/are claimed as a feature of the mark. The mark consists of a blue circle design formed by the outlines of four pointed oval-shaped leaves of equal size and spacing, with the two leaves on the right and the two leaves on the left connected to each other, all centered above the words BLUE ZONES in all caps light blue

lettering.

Type of Mark TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Live/Dead Indicator

LIVE

Word Mark

BLUE PHAZE

Goods and **Services**

IC 032. US 045 046 048. G & S: Aerated water; Aerated water; Aerated mineral waters; Bottled water; Bottled artesian water; Bottled drinking water; Mineral water; Flavored bottled water; Flavoured mineral water: Mineral and aerated water: Mineral and aerated waters: Non-carbonated, non-alcoholic frozen flavored beverages; Non-alcoholic beverages, namely, carbonated beverages; Purified bottled drinking water. FIRST USE: 20181201. FIRST USE IN COMMERCE: 20181207

Standard Characters Claimed

Mark

Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

88222223

Filing Date

December 9, 2018

Current **Basis**

1A

Original Filing Basis

1A

Owner

(APPLICANT) Cherry, Tyrone M INDIVIDUAL

UNITED STATES Suite 609 4360 Oakes Road Davie

FLORIDA 33314

Type of Mark TRADEMARK Register **PRINCIPAL**

Live/Dead Indicator

LIVE

Word Mark BLUE MAGIC

Goods and IC 032. US 045 046 048. G & S: Beer. FIRST Services USE: 20120607. FIRST USE IN COMMERCE:

20120607

Standard Characters Claimed

Mark Drawing

Code (4) STANDARD CHARACTER MARK

Serial Number 88146837

Filing Date October 8, 2018

Current Basis 1A Original Filing 1A Basis

Published for Opposition

March 5, 2019

Registration Number

5756941

Registration

Date May 21, 2019

Owner (REGISTRANT) Right Brain Beverages, LLC

LIMITED LIABILITY COMPANY MICHIGAN 225 E SIXTEENTH ST Traverse City MICHIGAN

49684

Attorney of Record
Type of Mark
Register
Live/Dead

John DiGiacomo
TRADEMARK
PRINCIPAL
Live/Dead

Indicator LIVE

Word Mark BLUE MONKEY BREWING

Goods and Services IC 032. US 045 046 048. G & S: Beer, ale, lager, stout and porter

IC 043. US 100 101. G & S: Taproom services featuring beer brewed on premises

Standard Characters

Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88105481

Filing Date September 5, 2018

Current Basis1BOriginal Filing Basis1B

Published for Opposition

February 19, 2019

Owner (APPLICANT) NRBC, LLC LIMITED LIABILITY COMPANY OHIO 5500 Wallings

Rd. North Royalton OHIO 44133

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BREWING" APART

FROM THE MARK AS SHOWN

Type of Mark TRADEMARK, SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

Word Mark OCEAN BLUE GOBLET

Goods and Services

IC 032. US 045 046 048. G & S: Non-alcoholic mixed beverages, namely, fruit juice beverages and carbonated beverages; non-alcoholic mixed beverages with candy garnishes, namely, fruit juice beverages and carbonated beverages; non-alcoholic mixed beverages served with dry ice, namely, fruit juice beverages and carbonated beverages; non-alcoholic mixed beverages with candy garnishes served with dry ice, namely, fruit juice beverages and carbonated beverages

IC 033. US 047 049. G & S: Alcoholic mixed beverages, not including beers; alcoholic mixed beverages with candy garnishes, not including beers; alcoholic mixed beverages served with dry ice, not including beers; alcoholic mixed beverages with candy garnishes served with dry ice, not including beers

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

88221298 **Serial Number**

Filing Date December 7, 2018

Current Basis 1B **Original Filing** 1B

Basis

Owner (APPLICANT) Sugar Factory, LLC LIMITED LIABILITY COMPANY NEVADA 8360 W.

Sahara Ave., Ste. 220 Las Vegas NEVADA 89117

Attorney of Record

Pattric J. Rawlins

Prior Registrations

4404521;4713122;4713198

Type of Mark **TRADEMARK** Register **PRINCIPAL**

Live/Dead LIVE Indicator

Word Mark BLUEGILL BREWERY

Goods and IC 032. US 045 046 048. G & S: Beer **Services**

Standard

Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88146402 **Filing Date** October 8, 2018

Current Basis 1B **Original Filing** 1B **Basis**

Owner (APPLICANT) Matthew McClellan DBA Bluegill Brewery LIMITED LIABILITY

COMPANY MICHIGAN 16642 Whispering Pines Trail Traverse City MICHIGAN 49686

Type of Mark TRADEMARK
Register PRINCIPAL

Live/Dead Indicator LIVE

Word Mark BLUE MAGIC H20

Goods andIC 032. US 045 046 048. G & S: Bottled water containing infused CBD and Terpene derived from industrial hemp. FIRST USE: 20181201. FIRST USE IN COMMERCE:

20181215

Standard Characters Claimed

Mark Drawing

Code (4) STANDARD CHARACTER MARK

Serial Number 88238898

Filing Date December 21, 2018

Current Basis 1A
Original Filing
Basis 1A

Owner (APPLICANT) HM Health LLC LIMITED LIABILITY COMPANY COLORADO 1716 Main

St. Ste. A-165 Longmont COLORADO 80501

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "H2O" APART FROM THE

MARK AS SHOWN

Type of Mark TRADEMARK
Register PRINCIPAL

Live/Dead LIVE

Word Mark BLUE MAGIC WATER

Goods andIC 032. US 045 046 048. G & S: Bottled water containing infused CBD and Terpene derived from industrial hemp. FIRST USE: 20181201. FIRST USE IN COMMERCE:

20181215

Standard Characters Claimed

Mark Drawing

Code (4) STANDARD CHARACTER MARK

Serial Number 88238835

Filing Date December 21, 2018

Current Basis 1A
Original Filing

Basis

Owner (APPLICANT) HM Health LLC LIMITED LIABILITY COMPANY COLORADO 1716 Main

St. Ste. A-165 Longmont COLORADO 80501

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WATER" APART FROM

THE MARK AS SHOWN

Type of Mark TRADEMARK

Register **PRINCIPAL**

Live/Dead

LIVE Indicator

Word Mark BLUEGRASS BRANCH WATER

Goods and Services IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, drinking water

Standard Characters

Claimed

(4) STANDARD CHARACTER MARK **Mark Drawing Code**

88129233 **Serial Number**

September 24, 2018 **Filing Date**

Current Basis 1B **Original Filing Basis**

(APPLICANT) Lucy Owen INDIVIDUAL UNITED STATES 2601 Old Cave Hill Lane Owner

Lexington KENTUCKY 40513

Anthony F. Bonner **Attorney of Record** TRADEMARK Type of Mark Register **PRINCIPAL**

Live/Dead Indicator LIVE

BLUEBERRY ALMOND SMOOTHIE Word Mark

Goods and Services IC 032. US 045 046 048. G & S: Smoothies. FIRST USE: 20060601. FIRST USE IN

COMMERCE: 20060601

Standard

Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88127962

Filing Date September 21, 2018

Current Basis 1A Original Filing Basis 1A

Owner (APPLICANT) Sidewalk Juice Bar Inc. DBA Sidewalk Juice Corporation

CORPORATION CALIFORNIA 3287 21st Street San Francisco CALIFORNIA 94110

Attorney of Record Herbert T. Patty Type of Mark TRADEMARK Register **PRINCIPAL**

Live/Dead Indicator LIVE