

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK EXAMINING DIVISION**

Serial Nos: 97/043,929 and 97/975,098
Mark: WAGON WHEEL



Serial Nos: 97/043,949 and 97/975,097
Mark: WAGON WHEEL BREWING CO EST 2020 (and design)

CONSENT TO REGISTRATION

TRE HOLDCO, INC., a Delaware corporation with an address of PO Box 84165, Seattle, Washington 98124 (together with its members, affiliates, successors, and assigns, "TRE HOLDCO") is the owner of the entire right, title and interest in and to United States Trademark Registration No. 6,252,126 for the mark WAGON WHEEL CIDER covering goods in Class 32.

TRE HOLDCO, INC. hereby gives its full and complete consent and approval to the use and registration in the United States of the marks (1) WAGON WHEEL, as depicted in Trademark Application Serial Nos. 97/043,929 and 97/975,098, and (2) the stylized mark WAGON WHEEL BREWING CO EST 2020, as depicted in Trademark Application Serial Nos. 97/043,939 and 97/975,097, by WAGON WHEEL BREWING COMPANY, LLC, a California limited liability company, for the following goods:

- Beers; Craft beers; Alcohol-free beers; Low-alcohol beer; Non-alcoholic malt beverages and ciders, in Class 32; and
- Alcoholic beverages, except beer; Alcoholic malt beverages, except beer; Hard cider; Hard seltzer; Gin; Rum; Vodka; Whisky; Spirits; Distilled beverages in the nature of liquor; Fruit wines; Sparkling wines, in Class 33.

The parties agree that such consent is acceptable based upon a combination of the differences in the respective marks, the recited goods, the nature of the likely consumers for such goods, and the purchasing conditions under which consumers will encounter the marks and the goods. The parties agree that the marks are different in sight, sound and commercial connotation, the goods provided by each party are different goods, and the goods are offered and acquired by consumers under different purchasing conditions. Consumers are unlikely to be confused between the marks merely because of the common use of the words "WAGON WHEEL" in each mark.

The parties shall take reasonable measures and precautions to avoid any possible confusion in the marketplace between the goods offered by the parties under their

respective marks and shall cooperate and find ways to eliminate or minimize any confusion that might arise in the future.

TRE HOLDCO, INC.

WAGON WHEEL BREWING COMPANY, LLC

DocuSigned by:
Andy Brassington
ASE175AC6141499

By: Andrew Brassington

By: *[Signature]*

Title: President

Title: Owner

Date: 3/6/2023

Date: 3/6/23