

NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement (“Agreement”) is entered into as of the Effective Date set forth below (“Effective Date”), by and between HB Liquidation Services, LLC, a California corporation (“Disclosing Party”) in its capacity as Assignee for Benefit of the Creditors of Haus Beverage, Inc., and the undersigned Receiving Party (“Receiving Party”).

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereto agree as follows:

1. Confidential Information

1.1 “Confidential Information” means any proprietary information that is disclosed by the Disclosing Party to the Receiving Party which relates to the Disclosing Party’s business (including without limitation, business plans, financial data, customer information, marketing plans, etc.), technology (including without limitation, technical drawings, designs, schematics, algorithms, technical data, product plans, research plans, software, etc.), products, services, trade secrets, know-how, formulas, processes, ideas, and inventions (whether or not patentable) and which should be reasonably understood by the Receiving Party as the confidential or proprietary information of the Disclosing Party.

1.2 Confidential Information shall not include any information that: (i) is or falls into the public domain without fault of the Receiving Party; (ii) the Receiving Party can show by written documentation was in its possession without any obligation of confidentiality prior to receipt thereof from the Disclosing Party; (iii) is independently developed by the Receiving Party without the benefit of any Confidential Information of the Disclosing Party; or (iv) is obtained by the Receiving Party from a third party without any obligation of confidentiality to the Disclosing Party.

2. Nondisclosure Obligations

2.1 Confidential Information of Disclosing Party shall be used by the Receiving Party solely for the purpose of evaluating whether or not the Receiving Party wishes to enter into an agreement for purchase of assets of the Disclosing Party and shall not be used for any other purpose. Receiving Party shall hold the Disclosing Party’s Confidential Information in strictest confidence at all times in perpetuity and shall not disclose Confidential Information without the prior written consent of Disclosing Party. Receiving party may disclose Disclosing Party’s Confidential Information to Receiving Party’s employees, representatives, agents and consultants on a need-to-know basis provided that such employees and consultants shall have executed appropriate written agreements with such party to ensure compliance with all the provisions of this Agreement. Receiving Party agrees to take all reasonable measures to protect the Confidential Information from falling into the public domain or the possession of persons other than those persons authorized to have any such Confidential Information, which measures

shall include the highest degree of care that such party utilizes to protect its own information of a similar nature, but in no event less than a reasonable degree of care. The obligations of Receiving Party under this Agreement survive until such time as all Confidential Information disclosed under this Agreement becomes publicly known or made generally available through no action or inaction of Receiving Party.

2.2 Nothing in this Agreement shall prohibit Receiving Party from disclosing Confidential Information if legally required to do so by judicial or governmental order or in a judicial or governmental proceeding (“Required Disclosure”); provided that the disclosing party shall (i) give the other party prompt notice of such Required Disclosure prior to disclosure; (ii) cooperate with the other party in the event that it elects to contest such disclosure or seek a protective order with respect thereto, and/or (iii) in any event only disclose the exact Confidential Information, or portion thereof, specifically requested by the Required Disclosure.

3. General Provisions

3.1 All Confidential Information is and shall remain the property of the Disclosing Party. Nothing contained in this Agreement shall be construed as granting or conferring any rights by license or otherwise, either express, implied or by estoppel, to any Confidential Information, or under any patent, copyright, trademark or trade secret of the Disclosing Party.

3.2 ALL CONFIDENTIAL INFORMATION FURNISHED UNDER THIS AGREEMENT IS PROVIDED BY DISCLOSING PARTY “AS IS, WITH ALL FAULTS.” DISCLOSING PARTY MAKES NO WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE ACCURACY, COMPLETENESS, PERFORMANCE, MERCHANTABILITY, FITNESS FOR USE, NONINFRINGEMENT OR OTHER ATTRIBUTES OF ITS CONFIDENTIAL INFORMATION. RECEIVING PARTY ACKNOWLEDGES ALL INFORMATION FURNISHED UNDER THIS AGREEMENT IS PROVIDED IN CONJUNCTION WITH AND AS PART OF AN ASSIGNMENT FOR THE BENEFIT OF CREDITORS OF HAUS BEVERAGE, INC.

3.3 Unauthorized use. Receiving Party acknowledges and agree that they may use Confidential Information disclosed hereunder solely for the purpose of evaluating a purchase of assets from Disclosing Party. Receiving Party must notify Disclosing Party immediately upon discovery of any unauthorized use or disclosure of Confidential Information or any other breach of this Agreement, and must cooperate with the Disclosing Party in every reasonable way to help regain possession of such Confidential Information and to prevent its further unauthorized use.

3.4 Receiving Party (including Receiving Party’s employees, officers, directors, managers, members, partners, agents, attorneys, accountants, advisors, affiliates or funds managed by Recipient) should not rely on any Confidential Information contained in this memorandum or provided by Disclosing Party (or Disclosing Party’s employees, officers, directors, managers, members, partners, agents, attorneys, accountants, advisors, or affiliates)) in connection herewith, whether transmitted orally or in writing as a

statement, opinion, or representation of fact. Receiving Party and interested parties should satisfy themselves through independent investigations as they or their legal and financial advisors see fit. Receiving Party (understands and acknowledge that any and all Confidential Information furnished hereunder is being provided "AS IS" and that Disclosing Party is not making any representation or warranty, expressed or implied, as to the accuracy or completeness of any Confidential Information provided, and Disclosing Party (or Disclosing Party's employees, officers, directors, managers, members, partners, agents, attorneys, accountants, advisors, or affiliates) will not be liable to Receiving Party or to any other person resulting from the use of the Confidential Information.

3.5 Upon request by the Disclosing Party at any time, the Receiving Party shall return to the Disclosing Party all copies or extracts of the Disclosing Party's Confidential Information, in any medium, and certify, in writing by an authorized officer of the Receiving Party, the destruction of the same to the Disclosing Party.

3.6 Neither party may assign or transfer this Agreement or any of its rights hereunder or delegate any of its obligations hereunder (whether by merger, operation of law or in any other manner) without the prior written consent of the other party, which consent may be withheld at such party's sole discretion. Subject to the foregoing, this Agreement shall inure to the benefit of and be binding upon the parties, their permitted successors and permitted assigns.

3.7 Receiving Party may not remove, export or reexport from the United States any Confidential Information or any direct product thereof except in compliance with, and with all licenses and approvals required under applicable export laws and regulations, including without limitation, those of the U.S. Department of Commerce.

3.8 Nothing in this Agreement shall be construed to require either party to negotiate or enter into any business transaction with the other party and any such business transaction shall be governed solely by its applicable written agreement entered into by the parties if, when and as executed by the parties.

3.9 This Agreement does not create any agency or partnership relationship.

3.10 This Agreement shall be construed and governed by the laws of the State of California, without giving effect to its conflicts of law principles. The parties hereby submit to the personal jurisdiction of and agree that any legal proceeding with respect to or arising under this Agreement shall be brought solely in, the state courts of the State of California for the County of Sonoma or the United States District Court for the Northern District of California, if such court has subject matter jurisdiction.

3.11 If any legal action or proceeding is commenced in connection with a dispute arising hereunder, the prevailing party shall be entitled to recover all attorneys' fees and costs incurred in connection with such dispute.

3.12 This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior understanding and agreements between and among them respecting the subject matter hereof. It

shall not be modified except by a written agreement signed by both parties. No delay, failure or waiver of either party's exercise or partial exercise of any right or remedy under this Agreement shall operate to limit, impair, preclude, cancel, waive or otherwise affect such right or remedy. No waiver of any provision of this Agreement shall constitute a waiver of any other provision(s) or of the same provision on another occasion.

3.13 Remedies. Receiving Party acknowledges that, in the event of any breach of this agreement by Receiving Party, Disclosing Party may be irreparably and immediately harmed and may not be made whole by monetary damages. It is accordingly agreed that Disclosing Party, in addition to any other remedy to which it may be entitled, shall be entitled to injunctive relief, without bond, and such other equitable relief as a court of competent jurisdiction may order to prevent breaches of, and to compel specific performance of, this Agreement. Such remedies are not the exclusive remedies for a breach of this Agreement but are in addition to all other remedies available at law or equity. In the event of litigation relating to this Agreement, if a court of competent jurisdiction determines that Receiving Party or any of its representatives have breached this Agreement, then Receiving is liable and will pay Disclosing Party the reasonable legal fees incurred in connection with such litigation, including an appeal therefrom.

3.14 Notices. Any notice given under this Agreement shall be in writing and either delivered personally, sent by overnight mail or sent by the United States mail, postage prepaid and certified (return receipt requested), addressed to the other party at the addresses set forth below (or at such other address as such party may have previously designated in writing after the execution hereof):

Notices to Disclosing Party must be sent to: HB Liquidation Services
c/o Resolute Commercial Services
6750 E. Camelback Rd. Suite 103
Scottsdale, AZ 85251
Attention: Jeremiah Foster

With a copy to: Perkins Coie LLP
2901 N. Central Ave. Suite 2000
Phoenix, AZ 85012
Attention: Bradley Cosman

Notices to Receiving Party must be sent to:

Notices shall be deemed given on the date of receipt or refusal thereof.

IN WITNESS WHEREOF, the party below has caused this Agreement to be executed by its duly authorized representatives as of the Effective Date.

EFFECTIVE DATE: _____, 2022

RECEIVING PARTY:

By: _____

Name: _____

Title: _____