

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481679

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dope Media, Inc.		07/12/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	General Cannabis Corp.		
Street Address:	6565 East Evans Avenue		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80224		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5001014	DOPEN	
Registration Number:	4269982	DOPE	
Registration Number:	4269983	DOPE MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	4152687522		
<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:	415-268-6538		
Email:	hcheng@mofo.com		
Correspondent Name:	Jennifer Lee Taylor		
Address Line 1:	425 Market Street		
Address Line 2:	Morrison & Foerster LLP		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	75656-7		
NAME OF SUBMITTER:	Syed Mustafa Rizvi		
SIGNATURE:	/Syed Mustafa Rizvi/		
DATE SIGNED:	07/12/2018		
Total Attachments: 3			
source=CANN - Short Form Trademark Security Agreement (Dope Media, Inc) (Executed)#page1.tif			
source=CANN - Short Form Trademark Security Agreement (Dope Media, Inc) (Executed)#page2.tif			

CH \$90.00 5001014

SHORT-FORM TRADEMARK SECURITY AGREEMENT

WHEREAS, DOPE MEDIA, INC., a Delaware corporation (the "Grantor"), has adopted, used, is using, or intends to use, and is the owner of the trademarks and trademark applications listed in the attached Schedule of Registered Trademarks, and the registrations and applications associated therewith;

WHEREAS, the Grantor entered into that certain Security Agreement dated as of the date hereof (as modified from time to time, the "Security Agreement"), in which the Grantor has granted certain interests in favor of General Cannabis Corp., in its capacity as collateral agent for the Lenders (the "Secured Party"); and

WHEREAS, in connection with the Security Agreement, the Grantor has agreed with the Secured Party to execute this Short-Form Trademark Security Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor hereby grants to the Secured Party, to the extent provided in the Security Agreement (the terms and conditions of which are hereby incorporated herein), a security interest in all of its right, title and interest in, to and under all the trademarks, whether now owned or at any time hereafter acquired, of the Grantor that are registered with, or for which applications for registration have been filed with, the United States Patent and Trademark Office, including the trademarks listed on the attached Schedule of Registered Trademarks, and all registrations and pending applications associated therewith (excluding any application for registration of a trademark filed on an intent-to-use basis prior to the filing of a "Statement of Use" pursuant to Section 1(d) of the Lanham Act or an "Amendment to Allege Use" pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent that the grant of a security interest in any such trademark application would materially adversely affect the validity or enforceability of the resulting trademark registration or result in cancellation of such trademark application), as collateral security for the prompt and complete payment and performance when due of all the Obligations (as defined in the Security Agreement). Notwithstanding the foregoing, in the event of any conflict between this Short-Form Trademark Security Agreement and the Security Agreement, the Security Agreement shall control.

Date: July 12, 2018

IN WITNESS WHEREOF, the party hereto has caused this Short-Form Trademark Security Agreement to be duly executed and delivered as of the day and year first above written.

Dope Media, Inc.

By

Name: George Jage

Title: Chief Executive Officer

203 Sixth Avenue North, Suite 200

Seattle, Washington 98109

Attn: George Jage, CEO

Phone: (702) 303-6523

Email: george@dopemagazine.com

[Signature Page to Short-Form Trademark Security Agreement]

sf-3909389

TRADEMARK
REEL: 006379 FRAME: 0039

SCHEDULE OF TRADEMARKS

Trademarks

Mark	Registration No. Registration Date	Status	Notes
dopen	5001014 19-JUL-2016	Registered to Dopen LLC.	Standard word mark with no claim to any particular font style, size, or color.
DOPE	4269982 01-JAN-2013	Registered to Dope Magazine LLC.	Standard word mark with no claim to any particular font style, size, or color.
DOPE MAGAZINE	4269983 01-JAN-2013	Registered.	Standard word mark with no claim to any particular font style, size, or color.

sf-3909389