

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM493438

|   |  |                       |                    |
|---|--|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                    |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                    |
| <b>SEQUENCE:</b>  | 1  |                       |                    |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                    |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b> |
| Kevin Pounds  |  | 09/10/2018            | INDIVIDUAL:        |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                    |
| <b>Name:</b>  | Hidden Crown LLC                                   |                       |                    |
| <b>Street Address:</b>  | 6691 North Avenue De Las Palazas                   |                       |                    |
| <b>City:</b>  | Tucson   |                       |                    |
| <b>State/Country:</b>   | ARIZONA  |                       |                    |
| <b>Postal Code:</b>   | 85750  |                       |                    |
| <b>Entity Type:</b>   | Limited Liability Company: ARIZONA                 |                       |                    |
| <b>PROPERTY NUMBERS Total: 4</b>  |  |                       |                    |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                    |
| <b>Registration Number:</b>   | 5404560  | CROWN                 |                    |
| <b>Registration Number:</b>   | 5341393  | CROWN TOPPER          |                    |
| <b>Registration Number:</b>   | 5324355  | DAYDREAM              |                    |
| <b>Registration Number:</b>   | 4852698  | HIDDEN CROWN          |                    |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                    |
| <b>Fax Number:</b>  | 3054470043   |                       |                    |
| <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> |  |                       |                    |
| <b>Phone:</b>   | 3053727300   |                       |                    |
| <b>Email:</b>   | david@filawyers.com                                |                       |                    |
| <b>Correspondent Name:</b>  | David C. Isaacson                                  |                       |                    |
| <b>Address Line 1:</b>  | 901 Ponce de Leon Blvd., Suite 202                 |                       |                    |
| <b>Address Line 4:</b>  | Miami, FLORIDA 33134                               |                       |                    |
| <b>NAME OF SUBMITTER:</b>   | David C. Isaacson                                  |                       |                    |
| <b>SIGNATURE:</b>   | /David C. Isaacson/                                |                       |                    |
| <b>DATE SIGNED:</b>   | 10/10/2018   |                       |                    |
| <b>Total Attachments: 3</b>   |  |                       |                    |
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## INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this “*Assignment*”) is made effective as of September 10, 2018, by Kevin Pounds, an individual (“*Assignor*”), to Hidden Crown LLC, an Arizona limited liability company (“*Assignee*”).

WHEREAS, Assignor owns all right, title, and interest in and to the registered trademarks set forth on Exhibit A (the “*Intellectual Property*”); and

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to receive from Assignor, all right, title, and interest in and to the Intellectual Property.

NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor does hereby assign, grant, transfer, convey, and deliver to Assignee all of Assignor’s right, title, and interest in and to the Intellectual Property, together with all of the goodwill embodied in and/or symbolized by the Intellectual Property and all other rights arising from and/or relating thereto, including all such ownership, rights, title, and interest to be held by Assignee for Assignee’s own use and enjoyment and for the use and enjoyment of Assignee’s successors, assigns, and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor agrees that, without additional consideration, but at Assignee’s expense, Assignor will take such further actions and execute promptly such additional documents as are necessary to effect and record the above assignment, including any actions or documents required by the applicable registrar or other official to document the transfer herein or as may be necessary to protect, secure, and vest good, valid, and marketable title to the Intellectual Property and any and all related rights in Assignee.

To the extent allowed by law, the assignment hereunder includes all rights of paternity, integrity, disclosure and withdrawal and any other rights that may be known as or referred to as “moral rights,” “artist’s rights,” “droit moral,” or the like (collectively “*Moral Rights*”). To the extent Assignor retains any such Moral Rights under applicable law, Assignor hereby ratifies and consents to, and provides all necessary ratifications of and consents to, any action that may be taken with respect to such Moral Rights by, or authorized by, Assignee; Assignor agrees not to assert any Moral Rights with respect thereto. Assignor will confirm any such ratifications, consents and agreements from time to time as requested by Assignee.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and subordinate or other officials, and any official of any country foreign to the United States whose duty it is to issue service patents, trademarks, or other evidence or forms of intellectual property protection or applications, to issue the same to Assignee and Assignee’s successors, assigns, and other legal representatives in accordance with this instrument.

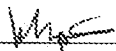
If Assignee is unable for any reason whatsoever to secure Assignor’s signature to any document it is entitled to under this Assignment, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents, as Assignor’s agents and

attorneys-in-fact with full power of substitution to act for and on Assignor's behalf and instead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor.

Assignor represents and warrants to Assignee that (a) Assignor has full power and authority to enter into this Assignment, and this Assignment is valid and enforceable against Assignor in accordance with its terms; and (b) on the date hereof, the Intellectual Property is owned of record and beneficially by Assignor, free and clear of all liens, pledges, charges, or security interests of any kind or nature.

The purpose of this instrument is solely to effect the conveyance of the Intellectual Property. This instrument shall be binding upon Assignor and its legal representatives, successors and assigns and inure to the benefit of Assignee and its legal representatives, successors and assigns.

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

  
\_\_\_\_\_  
Kevin Pounds

*Signature Page to Intellectual Property Assignment – Kevin Pounds*

**EXHIBIT A**

**INTELLECTUAL PROPERTY**

| <b>Mark</b>  | <b>Jurisdiction</b> | <b>Serial No.</b> | <b>Reg. No.</b> | <b>Reg. Date.</b> |
|--------------|---------------------|-------------------|-----------------|-------------------|
| CROWN        | USA                 | 87279141          | 5404560         | 2/20/2018         |
| CROWN TOPPER | USA                 | 86900288          | 5341393         | 11/21/2017        |
| DAYDREAM     | USA                 | 86738987          | 5324355         | 10/31/2017        |
| HIDDEN CROWN | USA                 | 86522886          | 4852698         | 11/10/2015        |