

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM505894

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert Reilly		01/10/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Canna Conno Corporation		
Street Address:	P.O. Box 11683		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33339		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5589048	HIGHLIFE	
Registration Number:	5588938	HIGHLIFE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4079267713		
Email:	kwimberly@bwsmiplaw.com		
Correspondent Name:	Kevin W. Wimberly		
Address Line 1:	390 N. Orange Ave.		
Address Line 2:	Suite 2500		
Address Line 4:	Orlando, FLORIDA 32801		
NAME OF SUBMITTER:	Kevin W. Wimberly		
SIGNATURE:	/Kevin W. Wimberly/		
DATE SIGNED:	01/15/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, ROBERT REILLY, an individual having an address at P.O. Box 11683, Fort Lauderdale, Florida 33339 (hereinafter referred to as "**ASSIGNOR**"), adopted and was using and licensing the registered trademarks listed in Schedule A (hereinafter referred to as the "Trademarks"), and was the owner of all rights, titles and interests directly or by means of assignment in and to the Trademarks;

WHEREAS, CANNA CONNO CORPORATION, a Delaware corporation with an address at P.O. Box 11683, Fort Lauderdale, Florida 33339 (hereinafter referred to as "**ASSIGNEE**"), is desirous of acquiring from ASSIGNOR any and all rights, titles and interests in and to the Trademarks, together with the goodwill of the Trademarks, and in and to all rights under said Trademarks.

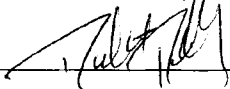
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the above recitals and Schedule A are incorporated into this assignment, and **ASSIGNOR** hereby assigns, transfers, conveys and grants to **ASSIGNEE**, its successors and assigns, any and all rights, titles and interests which it may have in and to each of the Trademarks, together with the goodwill of each the Trademarks, thereby including the right to bring or maintain suit at law and equity for past infringements of the Trademarks and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

ASSIGNOR authorizes and requests the Director of the United States Patent and Trademark Office and the empowered official of any foreign trademark office to issue all future documents pertaining to the Trademarks in the name of the **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to **ASSIGNEE** any further documents or instruments and do any and all further acts that may be necessary to vest in **ASSIGNEE**, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and in the corresponding offices of countries foreign to the United States.


SIGNED this 10 day of January, 2019.

ROBERT REILLY, individually



By: Robert Reilly
(printed name)

Witnessed by: Naief Sqhdala


(Witnesses Signature)

SCHEDULE A

Mark	U.S. Registration No.	Class(es)
HIGHLIFE	5,588,938	16: Publications, namely, a magazine on the subject of cannabis culture and lifestyle, and general human interest, excluding publications on the subjects of airplanes, airlines, travel agencies or air transportation, and wherein such publications are not distributed within airports, airport lounges or travel agencies
HIGHLIFE	5,589,048	35: Advertising agency services; Advertising, marketing and promotion services; Digital advertising services; Event planning and management for marketing, branding, promoting or advertising the goods and services of others; Market research; Production and distribution of advertising materials in the fields of radio, television, print, online, social and mobile marketing; Public relations, * provided that none of the foregoing services shall be marketed to airlines or travel agencies and none of the foregoing services shall relate to airplanes, airlines, travel agencies or air transportation. 38: Telecommunication Broadcasting services rendered through the media of television, cable, satellite, radio, wireless, telephone, mobile devices and broadband systems, and via the internet; broadcasting services, namely, the electronic and interactive transmission of streaming digital audio, voice, data, images, signals, video, graphics, and text through the media of television, cable, satellite, radio, wireless, telephone, mobile devices, and via the internet; video on demand transmission services; providing realtime alert updates for broadcast services via computers and mobile devices, * provided that none of the foregoing services shall be marketed to airlines or travel agencies and none of the foregoing services shall relate to airplanes, airlines, travel agencies or air transportation

HIGHLIFE® Trademark Assignment

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