

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM517281

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Dennis Specht		02/11/2019	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HERER MEDIA & PUBLISHING, INC.		
<b>Street Address:</b>	c/o Branfman Mayfield Bustarde Reichenthal LLP		
<b>Internal Address:</b>	462 Stevens Ave #303		
<b>City:</b>	Solana Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92075		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4771890	JACK HERER	
<b>Registration Number:</b>	4907943	JACK HERER	
<b>Registration Number:</b>	4959513	JACK HERER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	8587938090		
<b>Email:</b>	rexford@bibr.com		
<b>Correspondent Name:</b>	Rexford Brabson		
<b>Address Line 1:</b>	Branfman Mayfield Bustarde Reichenthal		
<b>Address Line 2:</b>	462 Stevens Ave. #303		
<b>Address Line 4:</b>	Solana Beach, CALIFORNIA 92075		
<b>NAME OF SUBMITTER:</b>	Rexford Brabson		
<b>SIGNATURE:</b>	/Rexford Brabson/		
<b>DATE SIGNED:</b>	04/03/2019		
<b>Total Attachments: 2</b>			
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OP \$90.00 4771890

Schedule D

Trademark Assignment Agreement

**TRADEMARK ASSIGNMENT**

WHEREAS Demis Specht, an individual, ("Assignor"), is the owner of the following trademark rights:

- D. U.S. Trademark Registration JACK HERER (Reg. No. 4771890);
- E. U.S. Trademark Registration JACK HERER (Reg. No. 4907943);
- F. U.S. Trademark Registration JACK HERER (Reg. No. 4959513);
- G. Any state trademark applications or registrations containing the words "jack" or "herer" or "jack herer";
- H. Any foreign trademark applications or registrations containing the words "jack" or "herer" or "jack herer";
- I. Any trademarks containing the words "jack" or "herer" or "jack herer";
- J. Common law rights in and to the foregoing trademarks;

(collectively, the "Marks");

WHEREAS Latif Horst or his designee (including Herer Media & Publishing, Inc., a California corporation) ("Assignee") desires to acquire all of Assignor's right, title, and interest in and to the Marks and the goodwill symbolized thereby;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, sells, transfers, delivers, and conveys all of its right, title, and interest in and to the Marks together with the goodwill of the business associated with the Marks, to Assignee. This Assignment includes all registrations, applications, renewals, and extensions of the foregoing, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or 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, together with all income, royalties, or payments due or payable as of the effective date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Marks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor represents and warrants that it owns the Marks, that no other party has any right, interest, or title in or to the Marks, that it has the legal right to assign the Marks to Assignee, and that such assignment does not infringe the rights of any other party.

Assignee shall have the right to file appropriate documents with the United States Patent and Trademark Office to ensure that title to and ownership of the Marks is properly recorded in Assignee's name, and Assignor shall cooperate with Assignee with regard thereto and execute any documents reasonably required to effectuate the purposes of this Assignment. Assignee shall

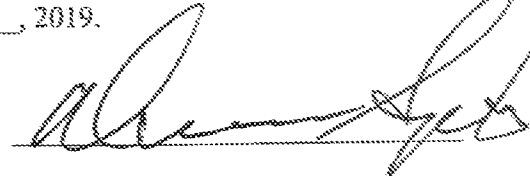
have the right to sue for and retain all damages for any past, present, or future infringements of the Marks.

This Assignment shall be binding on and inure to the benefit of the parties hereto and their respective successors and assigns.

Executed this 11 day of Feb, 2019.

Dated: \_\_\_\_\_

By (signed):



By (printed): Dennis Specht