

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM519234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/03/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ALTA GRACIA HOLDCO, INC.		01/18/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AG Triada LLC		
Street Address:	2135 Defoor Hills Rd. NW Suite I		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30318		
Entity Type:	Limited Liability Company: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4056907	ALTA GRACIA	
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:	4043500699		
Email:	bpeterzell@comcast.net		
Correspondent Name:	Betsy Peterzell		
Address Line 1:	2999 DEVONSHIRE PL NW		
Address Line 4:	ATLANTA, GEORGIA 30327-1602		
NAME OF SUBMITTER:	Betsy Peterzell		
SIGNATURE:	/Betsy Peterzell/		
DATE SIGNED:	04/16/2019		
Total Attachments: 1			
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OP \$40.00 4056907

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of January 18, 2019, by Alta Gracia Holdco, Inc., a Delaware corporation (Assignor), in favor of AG Triada, LLC, a Georgia limited liability company ("Assignee").

Assignor and Assignee are parties to a Stock and Asset Purchase Agreement dated March 14, 2018 (the "Agreement"), by which Assignor assigned to Assignee all of Assignor's right, title and interest in and to the United States trademark registrations listed below, including any applications and common law trademark rights relating thereto (the "Marks"):

Alta Gracia

Registration Number 4056907

Serial Number 77913018

Life Changing Apparel

Registration Number 4748825

Serial Number 86114131

In order to perfect such assignment, Assignor makes this Assignment and does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor has the unrestricted right to make this Assignment and transfer the Marks, and has not conveyed or granted to any person any right, title or interest in or to any portion of the Marks except to Assignee.

Assignor agrees to perform any further acts and to execute and deliver any instruments or documents from time to time that Assignee deems necessary or useful to effect the intent of this Assignment. In no event shall the assignment of the Marks constitute an assumption of any liability by Assignee in connection with the use of the Marks by Assignor.

This Assignment shall be binding upon Assignor, and inure to the benefit of Assignee, and their respective legal representatives, successors and assigns.

This Assignment shall be governed by, construed and enforced in accordance with the laws of the State of Georgia, without regard to its conflicts laws.

ALTA GRACIA HOLDCO, INC.

By: 

Donald E. Hodge, CEO