

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM519480

<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>
The Estate of Jack Herer		05/25/2018	Estate: OREGON
<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: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87482592	JACK HERER	
<b>Serial Number:</b>	87688394	JACK HERER	
<b>Serial Number:</b>	87482584	JACK HERER	
<b>Serial Number:</b>	87482579	JACK HERER	
<b>Serial Number:</b>	87482553	JACK HERER	
<b>Serial Number:</b>	87482551	JACK HERER	
<b>Serial Number:</b>	87482569	THE ORIGINAL JACK HERER	
<b>Serial Number:</b>	87482558	THE ORIGINAL 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		

OP \$215.00 87482592

<b>SIGNATURE:</b>	/Rexford Brabson/
<b>DATE SIGNED:</b>	04/17/2019
<b>Total Attachments: 2</b> source=2019.04.17-SIGNED ASSIGNMENT#page1.tif source=2019.04.17-SIGNED ASSIGNMENT#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS The Estate of Jack Herer, represented by Mark Herer, the Personal Representative of The Estate of Jack Herer ("Assignor"), is the owner of the following U.S. Trademark Applications (collectively the "Marks"):

- A. Serial No. 87/482,592 for the word mark JACK HERER for lotions; topicals... in International Class 003;
- B. Serial No. 87/688,394 for the word mark JACK HERER for Clothing, namely, t-shirts in International Class 025;
- C. Serial No. 87/482,584 for the word mark JACK HERER for electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges in International Class 030;
- D. Serial No. 87/482,579 for the word mark JACK HERER for Providing online and retail store services featuring hemp... in International Class 035;
- E. Serial No. 87/482,553 for the Jack Herer signature for electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges in International Class 030;
- F. Serial No. 87/482,551 for the Jack Herer signature for smoker's articles, namely, cigarette papers; smoking apparatus products including pipes in International Class 034;
- G. Serial No. 87/482,569 for the word mark THE ORIGINAL JACK HERER for electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges in International Class 030; and
- H. Serial No. 87/482,558 for the word mark THE ORIGINAL JACK HERER for smoker's articles, namely, cigarette papers; smoking apparatus products including pipes in International Class 034.

WHEREAS, Assignor is also the owner of common law trademark rights in and to the Marks listed above, and all related trademarks pertaining to the deceased individual known as Jack Herer, as well as the name, likeness, image, signature, and other rights in and to the deceased individual Jack Herer.

WHEREAS, Assignor is also the owner of the rights of publicity of the deceased individual Jack Herer under California State and federal law.

WHEREAS, Assignor is or may be the owner of several websites and domain names containing the name "Jack Herer" or a variation thereof and websites and domain names featuring the deceased individual Jack Herer;

WHEREAS, the Marks, the common law trademark rights, rights of publicity, and websites and domain names noted herein are collectively defined as the "IP";

WHEREAS Herer Media & Publishing, Inc. ("Assignee") desires to acquire all of Assignor's right, title, and interest in and to the Marks and the goodwill symbolized thereby, as well as the IP and all goodwill symbolized thereby.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, transfers, and conveys to Assignee all of its interest in and to the Marks and the IP together with the goodwill of the business associated with the Marks and the IP.

Assignor represents and warrants that it owns the Marks and the IP, that no other party has any right, interest, or title in or to the Marks and the IP, that it has the legal right to assign the Marks and the IP to Assignee, and that such assignment does not infringe the rights of any other party. Assignor and Assignee acknowledge that Assignor may be involved with disputes with third parties regarding the Marks and the IP, and that Assignee may be required to continue to pursue those disputes to protect Assignee's rights.

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 and IP 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 Mark.

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

Executed this 25 day of May, 2018.

Dated: 5/25/18 By:   
Mark Herer, Personal Representative, on behalf of The Estate of Jack Herer

Dated: \_\_\_\_\_ By: \_\_\_\_\_  
Daniel Herer, on behalf of Herer Media & Publishing, Inc.