

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM548218

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type :
3 Impressions, LLC		11/26/2018	Limited Liability Company ARIZONA
RECEIVING PARTY DATA			
Name:	Ali Craig Co. LLC		
Street Address:	9221 E Baseline Road Suite A 109-600		
City:	Mesa		
State/Country:	ARIZONA		
Postal Code:	85209		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87666668	SOULFIRE	
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:	9736528751		
Email:	Jamie@hashtag-legal.com		
Correspondent Name:	Jamie Lieberman		
Address Line 1:	178 East Hanover Ave, # 103-325		
Address Line 4:	Cedar Knolls, NEW JERSEY 07927		
NAME OF SUBMITTER:	Jamie Lieberman		
SIGNATURE:	/Jamie Lieberman/		
DATE SIGNED:	11/05/2019		
Total Attachments: 2			
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source=Craig Assignment Agt-Soulfire#page2.tif			

893999-1001-2

ASSIGNMENT AGREEMENT

This Assignment Agreement (this "Agreement") is made as of October 26, 2018 (the "Effective Date"), by and between **3 Impressions, LLC**, a limited liability company organized under the law of Arizona (the "Assignor"), and **Ali Craig Co. LLC**, a limited liability company organized under the law of Nevada ("Assignee") (together the "Parties" and individually a "Party").

A. Assignor by this Agreement irrevocably transfers and assigns to Assignee, its successors and assigns in perpetuity all of its right, title and interest, on a worldwide basis, including without limitation, all intellectual property rights and moral rights, in and to trademarks and trade names, as further provided below.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, the Parties agree as follows:

1. ASSIGNMENT OF TRADEMARKS AND TRADENAMES

Assignor hereby irrevocably assigns, conveys, sells, grants and transfers to Assignee, its successors and assigns in perpetuity all of its rights, title and interest of every kind and character throughout the world, including moral rights, in and to the trademarks listed on Schedule A (the "Trademarks") to the full extent of its ownership or interest therein; including, without limitation, all federal, state, foreign, statutory and common law and other rights; all goodwill symbolized by the Trademarks and the portion of the business of the Assignor to which the Trademarks pertain; all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights and interests arising out of, in connection with or in relation to the Trademarks.

Assignor hereby irrevocably assigns, conveys, sells, grants and transfers to Assignee, its successors and assigns in perpetuity all of its rights, title and interest of every kind and character throughout the world, including moral rights, in and to the trade name(s) **Soulfire** to the full extent of its ownership or interest.

3 Impressions, LLC

Signature: 

Name: Allison Craig

Title: Owner

Ali Craig Co. LLC

Signature: 

Name: Allison Craig

Title: Owner

SCHEDULE A – TRADEMARKS

- Soulfire (Serial No.: 87666668)