

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM568221

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shawn Carter		08/02/2018	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SC Branding LLC		
Street Address:	540 West 26th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	2485105	JAY-Z	
Registration Number:	2485110	JAY-Z	
Registration Number:	2485107	JAY-Z	
Registration Number:	2485104	JAY-Z	
Registration Number:	4551525	GOLD JAY Z	
Registration Number:	4530008		
Registration Number:	4671956		
Registration Number:	4688823		
Registration Number:	4671955		
Registration Number:	4671954		
Registration Number:	4548199		
Registration Number:	4720511	SHAWN CARTER	
Registration Number:	4471369	SHAWN CARTER	
Registration Number:	4606384	COMADOR	
Registration Number:	4471361	COMADOR	
Registration Number:	3681989	ROC THE MIC	
Registration Number:	2923908	ROCK THE MIC	
Registration Number:	3584076		
Registration Number:	3584075		

OP \$665.00 2485105

Property Type	Number	Word Mark
Registration Number:	5869052	
Registration Number:	3568294	
Registration Number:	3568293	
Registration Number:	5869090	
Registration Number:	4999051	THRONE BOXING
Registration Number:	4999050	THRONE BOXING
Registration Number:	4380386	SC FOUNDATION SHAWN CARTER FOUNDATION

CORRESPONDENCE DATA

Fax Number: 2127446509

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.

Phone: 2124726262

Email: alatifi@tuckerlatifi.com

Correspondent Name: Afschineh Latifi

Address Line 1: 160 East 84th Street, Suite 5E

Address Line 4: New York, NEW YORK 10028

NAME OF SUBMITTER:	Afschineh Latifi
SIGNATURE:	/Afschineh Latifi/
DATE SIGNED:	03/20/2020

Total Attachments: 3
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U.S. Trademark Assignment

ASSIGNMENT made this 2nd day of August, 2018, by Shawn Carter, an individual with an office and place of business located at 540 West 26th Street, New York, New York 10001 ("Assignor").

WHEREAS, Assignor is the owner of and has adopted the marks under the U.S. Registrations listed on Exhibit A attached hereto for various goods and services for the JAY-Z family of marks (hereinafter referred to as the "Marks"); and,

WHEREAS, SC Branding LLC, a Delaware limited liability company with an office and place of business located at 540 West 26th Street, New York, New York 10001 ("Assignee") wishes to acquire Assignor's right, title, and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Marks are used to Assignee.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of his existing and future rights, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are used including the subject matter of all claims which may be obtained therefrom 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 said Assignor if this assignment had not been made.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have not been previously assigned or encumbered in any manner and that they are free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record its ownership rights of the Marks in the United States.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

Shawn Carter

DocuSigned by:



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Exhibit A

Registration Nos.

Mark

2485105	Jay-Z
2485110	Jay-Z
2485107	Jay-Z
2485104	Jay-Z
4551525	Gold Jay Z
4530008	Star Logo
4671956	Star Logo
4688823	Star Logo
4671955	Star Logo
4671954	Star Logo
4548199	Star Logo
4720511	Shawn Carter plus Star Design
4471369	Shawn Carter
4606384	Comador
4471361	Comador
3681989	Roc the Mic
2923908	Rock the Mic
3584076	Diamond Hands
3584075	Diamond Hands
5869052	Diamond Hands
3568294	Diamond Hands
3568293	Diamond Hands
5869090	Diamond Hands
4999051	Throne Boxing
4999050	Throne Boxing
4380386	SC Foundation Shawn Carter Foundation