

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM602151

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rebel Girl, Inc.		10/06/2020	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	American Rebel, Inc.		
Street Address:	718 Thompson Lane, Suite 108-199		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37204		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4422304	AMERICAN REBEL	
Registration Number:	4048828	AMERICAN REBEL	
Registration Number:	4651121	AMERICAN REBEL	
Registration Number:	5215988	AMERICAN REBEL	
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:	8183801900		
Email:	paulo@paiplaw.com		
Correspondent Name:	Paulo A. de Almeida		
Address Line 1:	16830 Ventura Blvd., Suite 360		
Address Line 4:	Encino, CALIFORNIA 91436		
NAME OF SUBMITTER:	Paulo A. de Almeida		
SIGNATURE:	/Paulo A. de Almeida/		
DATE SIGNED:	10/09/2020		
Total Attachments: 2			
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OP \$115.00 4422304

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is entered into and made effective as of October 6, 2020 ("Effective Date") by and between American Rebel, Inc., a Nevada corporation with its principal place of business at 718 Thompson Lane, Suite 108-199, Nashville, Tennessee 37204 ("Assignee"), and Rebel Girl, Inc. ("Assignor"), a Michigan corporation, with its principal place of business at 35530 Hamer, New Baltimore, Michigan 48047, each a "Party" and collectively, the "Parties".

WHEREAS, Assignor is the owner of all right, title and interest in, to and under the trademarks listed in attached Exhibit A (the "RG Marks");

WHEREAS, Assignee is desirous of obtaining all of Assignor's right, title and interest in, to and under the RG Marks; and

WHEREAS, Assignor has agreed to sell, convey assign and transfer to Assignee, and Assignee has agreed to accept, all of Assignor's right, title and interest in, to and under the RG Marks.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows.

Assignor does hereby convey, transfer, assign and deliver unto Assignee the full and entire right, title and interest in, to and under the RG Marks set forth in Exhibit A, which shall include, without limitation, all rights that may now or hereafter be vested in or controlled by Assignor, together with all the trademarks, service marks, trade names, user names, brand names, designs, logos, trade dress and other proprietary indicia of goods and services, whether registered or unregistered, and all registrations and applications for registration of the foregoing, including intent-to-use applications, all issuances, extensions and renewals of such registrations and applications and the goodwill connected with the use of and symbolized by any of the foregoing to the extent owned by Assignor; all goodwill associated therewith; and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued (including, without limitation, the exclusive rights to apply for and maintain all such applications, registrations, renewals and/or extensions; to sue for all past, present or future infringements or other violations of any rights in the RG Marks, and to settle and retain proceeds from any such actions), and any and all of Assignor's other rights, title and interest of any kind and nature whatsoever in and to the foregoing, the same to vest in Assignee as of the Effective Date.

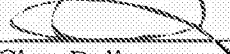
This Assignment may be executed in two or more counterparts, each of which shall be deemed to be an original and all of which shall constitute the same Agreement.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized officers as of the Effective Date.

American Rebel, Inc.

By: 
Name: Charles Ross Jr
Title: CEO
Date: 10-6, 2020

Rebel Girl, Inc.

By: 
Name: Cher Bell
Title: President
Date: 9.15, 2020

TRADEMARK
REEL: 007073 FRAME: 0680

Exhibit A

Trademark and Registration Number	Filing Date	Reg. Date	Goods
American Rebel Registration No. 5,215,988	May 5, 2015	June 6, 2017	Clothing, namely boots, sandals, shoes, underwear, beanies, pajamas, caps in Class 25
American Rebel Registration No. 4,651,121	December 9, 2010	December 9, 2014	Clothing namely, sweatshirts, t-shirts, belts and hats in Class 25
American Rebel Registration No. 4,048,828	April 4, 2011	November 1, 2011	Perfume, cologne, body lotion and body wash In Class 003. Jewelry, namely bracelets, necklaces, rings, body jewelry, pins, earrings, hair jewelry and charms in Class 014. Ornamental cloth patches and emblems in Class 026.
American Rebel Registration No. 4,422,304	March 8, 2011	October 22, 2013	Alcoholic beverages, namely wine in Class 033.