

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM615266

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hamner Holdings LLC		12/16/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Notoriety LLC		
Street Address:	316 March Sea Lane		
City:	Jacksonville		
State/Country:	NORTH CAROLINA		
Postal Code:	28546		
Entity Type:	Limited Liability Company: NORTH CAROLINA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	88639361	NOTORIETY	
Serial Number:	88639538	NOTORIETY	
Serial Number:	88639543	NOTORIETY	
Serial Number:	88639549	NOTORIETY	
Serial Number:	88639729	NOTORIETY	
CORRESPONDENCE DATA			
Fax Number:	8886118845		
<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:	9734195854		
Email:	jamie@hashtag-legal.com		
Correspondent Name:	Jamie Lieberman		
Address Line 1:	1422 Grand St Unit 3E		
Address Line 4:	Hoboken, NEW JERSEY 07030		
NAME OF SUBMITTER:	Jamie Lieberman		
SIGNATURE:	/Jamie Lieberman/		
DATE SIGNED:	12/17/2020		
Total Attachments: 2			
source=Craig Assignment Agt-Notoriety-Executed#page1.tif			

OP \$140.00 88639361

ASSIGNMENT AGREEMENT

This Assignment Agreement (this "Agreement") is made as of December 16, 2020 (the "Effective Date"), by and between **Hamner Holdings LLC**, a limited liability company organized under the law of Nevada (the "Assignor"), and **Notoriety LLC**, a limited liability company organized under the law of North Carolina ("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) **Notoriety** to the full extent of its ownership or interest.

Hamner Holdings LLC

Signature: 

Name: Alison Craig

Title: Owner

Notoriety LLC

Signature: 

Name: Alison Craig

Title: Owner

SCHEDULE A – TRADEMARKS

- Notoriety (Serial No.: 88/639,361)
- Notoriety (Serial No.: 88/639,538)
- Notoriety (Serial No.: 88/639,543)
- Notoriety (Serial No.: 88/639,549)
- Notoriety (Serial No.: 88/639,729)