

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM635185

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sean Combs		03/23/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	CE Trademark, LLC		
Street Address:	9200 West Sunset Blvd, Suite 300		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	2735244	BLUE FLAME	
Registration Number:	3585360	CUFF-DADDY	
Registration Number:	2659752	DADDY'S HOUSE	
Registration Number:	4708477	DIDDY	
Serial Number:	87886278	DIDDY	
Registration Number:	4400442	DIDDY - DIRTY MONEY	
Registration Number:	5129249	P. DIDDY	
Registration Number:	3109611	P.DIDDY	
Registration Number:	3959449	PUFF DADDY	
Registration Number:	2266899	PUFF DADDY	
Registration Number:	4760484	PUFF DADDY	
Serial Number:	88243289	PUFF DADDY	
Registration Number:	3218343	PUFF DADDY & THE FAMILY	
Registration Number:	3943003	PUFF DADDY & THE FAMILY	
Registration Number:	5156717	PUFF DADDY & THE FAMILY	
Serial Number:	88243300	PUFF DADDY & THE FAMILY	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 702-550-4400
Email: TrademarksLV@dickinson-wright.com
Correspondent Name: Jennifer Ko Craft
Address Line 1: 3883 Howard Hughes Parkway, Suite 800
Address Line 4: Las Vegas, NEVADA 89169

ATTORNEY DOCKET NUMBER:	092026-00001
NAME OF SUBMITTER:	Jennifer Ko Craft
SIGNATURE:	/Jennifer Ko Craft/
DATE SIGNED:	03/29/2021

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into as of March 23, 2021 ("Effective Date") between Sean Combs, aka Sean Puffy Combs ("Assignor"), an individual, with an address of 9255 W Sunset Blvd., 2nd Floor, West Hollywood, CA 90069, on the one hand, and CE Trademark, LLC ("Assignee"), a New York limited liability company with an address of 9200 West Sunset Blvd, Suite 300, West Hollywood, CA, 90069 on the other hand. For purposes of this Assignment, Assignor and Assignee may be collectively referred to herein as the "Parties."

NOW THEREFORE, in consideration of the covenants, representations and warranties set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the following:

Assignor hereby irrevocably assigns, transfers and conveys to Assignee, without any restrictions, limitations or reservations, and Assignee does hereby accept the assignment, transfer and conveyance of, all of Assignor's entire worldwide rights, title and interests in and to the trademarks identified on **Exhibit A** attached hereto, any stylizations, designs or the like associated therewith, including, without limitation, any U.S., foreign trademark or state applications, registrations and common law rights for such marks, the goodwill associated with and symbolized thereby, and, in accordance with 15 U.S.C. § 1060, the portion of the business to which the mark pertains, all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringements, violations, dilutions or contract breaches, together with the right at law or equity to sue and recover for any past, continuing and/or future infringements, violations, dilutions or contract breaches and collect any resulting recovery of damages, lost profits, legal fees and costs, including from acts which may have occurred prior to the Effective Date, all of the foregoing rights, titles and interests to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and conveyance had not been made.

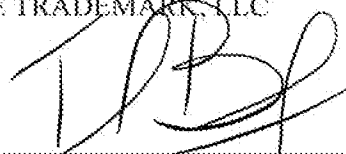
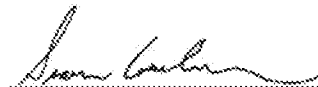
IN WITNESS THEREOF, the Parties have caused this instrument to be duly executed as of the Effective Date and each of the undersigned represents that they have the authority to legally bind their respective entities.

ASSIGNOR

ASSIGNEE

SEAN COMBS

CE TRADEMARK, LLC



By: Tarik Brooks
Title: President

EXHIBIT A

United States Registrations

1. BLUE FLAME, U.S. Reg. No. 2735244
2. CUFF DADDY, U.S. Reg. No. 3585360
3. DADDY'S HOUSE, U.S. Reg. No. 2659752
4. DIDDY, U.S. Reg. No. 4708477
5. DIDDY, U.S. Serial No. 87/886278
6. DIDDY - DIRTY MONEY, U.S. Reg. No. 4400442
7. P. DIDDY, U.S. Reg. No. 5129249
8. P.DIDDY, U.S. Reg. No. 3109611
9. PUFF DADDY, U.S. Reg. No. 3959449
10. PUFF DADDY, U.S. Reg. No. 2266899
11. PUFF DADDY, U.S. Reg. No. 4760484
12. PUFF DADDY, U.S. Serial No. 88/243289
13. PUFF DADDY & THE FAMILY, U.S. Reg. No. 3218343
14. PUFF DADDY & THE FAMILY, U.S. Reg. No. 3943003
15. PUFF DADDY & THE FAMILY, U.S. Reg. No. 5156717
16. PUFF DADDY & THE FAMILY, U.S. Serial No. 88/243300

WIPO Registration

DIDDY, WIPO Reg. No. 1476770