

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM644954

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Performance Brands Inc.		05/06/2021	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Selfie Ventures LLC		
Street Address:	3874 Tampa Road		
City:	Oldsmar		
State/Country:	FLORIDA		
Postal Code:	34677		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5281512	SELFIE	
Registration Number:	4717574	SELFIE	
Registration Number:	5751479	SELFIE	
CORRESPONDENCE DATA			
Fax Number:	8139253585		
<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:	8138550700		
Email:	shrmlw@cs.com		
Correspondent Name:	Jeffrey Sherman		
Address Line 1:	3874 Tampa Road		
Address Line 4:	Oldsmar, FLORIDA 34677		
NAME OF SUBMITTER:	Jeffrey Sherman		
SIGNATURE:	/Jeffrey Sherman/		
DATE SIGNED:	05/07/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of May 6, 2021, by Performance Brands, Inc., a Florida Corporation (Assignor), in favor of Selfie Ventures, LLC, a Florida LLC ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trademark registration and application listed herein, including any common law trademark rights therefor (the "Marks") known as "Selfie" registration numbers 5751479, 5281512, 4717574 and serial number 87116917 which is pending for registration; and

WHEREAS, Assignor agreed to assign to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 6 day of May, 2021.

Performance Brands Inc

By: 

Name: Stacy Kaufman

Title: President

STATE OF FLORIDA)
) SS.:
COUNTY OF Brevard)

On May 6, 2021, before me, a Notary Public in and for said State, personally appeared Stacy Kaufman, as President of Performance Brands Inc. proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Lori Rudnick

SIGNATURE OF NOTARY PUBLIC

