

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM706915

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WHITE WATER DEVELOPMENT GROUP, LLC		02/01/2022	Limited Liability Company: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	SHM IP, LLC		
Street Address:	14785 Preston Road		
Internal Address:	Suite 975		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75254		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5121263		
Registration Number:	5142400	JARRETT BAY CLOTHING CO.	
Registration Number:	5256758		
Registration Number:	5627353		
Registration Number:	5627360		
CORRESPONDENCE DATA			
Fax Number:	2156894934		
<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:	2159791191		
Email:	nkmclaughlin@duanemorris.com		
Correspondent Name:	Nicole K. McLaughlin; DUANE MORRIS LLP		
Address Line 1:	30 South 17th Street		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-4196		
ATTORNEY DOCKET NUMBER:	Y6779-00105		
NAME OF SUBMITTER:	Nicole K. McLaughlin		
SIGNATURE:	/Nicole K. McLaughlin/		

CH \$140.00 5121263

DATE SIGNED:	02/07/2022
Total Attachments: 4 source=Trademark Assignment (White Water)#page1.tif source=Trademark Assignment (White Water)#page2.tif source=Trademark Assignment (White Water)#page3.tif source=Trademark Assignment (White Water)#page4.tif	

TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (“Assignment”), dated as of February 1, 2022 (“Effective Date”) is by and between **WHITE WATER DEVELOPMENT GROUP, LLC**, a North Carolina limited liability company with its principal place of business at 530 Sensation Weigh, Beaufort, North Carolina 28516 (hereinafter called “Assignor”) and **SHM IP, LLC**, a limited liability company of Delaware with its principal place of business at 14785 Preston Road, Suite 975, Dallas, Texas 75254 (hereinafter called “Assignee”).

WHEREAS, Assignor is the owner of the worldwide rights in the trademarks and trademark registrations listed on Exhibit “A” attached hereto (the “Trademarks”), together with the goodwill associated and symbolized by the Trademarks; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, all the goodwill associated therewith and symbolized by the Trademarks, all applications and registrations therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.


Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademarks in any and all countries.

This Assignment is binding on the Assignor and its successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

[signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

WHITE WATER DEVELOPMENT GROUP, LLC

By: 

Printed Name: Randall C Hartley

Title: Member

SHM IP, LLC

By: _____

Printed Name: Baxter Underwood

Title: CEO

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

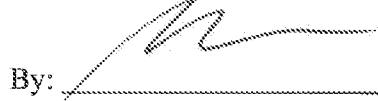
WHITE WATER DEVELOPMENT GROUP, LLC

By:

Printed Name:

Title:

SHM IP, LLC

By: 

Printed Name: Baxter Underwood

Title: CEO