

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM751637

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gold Standard, Inc.		07/29/2022	Corporation:
RECEIVING PARTY DATA			
Name:	Gold Alliance Capital, Inc.		
Street Address:	50 W. Liberty St.		
Internal Address:	Ste. 420		
City:	Reno		
State/Country:	NEVADA		
Postal Code:	89501		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5471664	GOLD ALLIANCE	
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:	9498122143		
Email:	wlei@winterllp.com		
Correspondent Name:	Todd Winter		
Address Line 1:	1901 Newport Blvd		
Address Line 2:	Ste 350		
Address Line 4:	Costa Mesa, CALIFORNIA 92627		
NAME OF SUBMITTER:	Todd Winter		
SIGNATURE:	/Todd Winter/		
DATE SIGNED:	08/26/2022		
Total Attachments: 2			
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OP \$40.00 5471664

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is entered into and made effective as of the **29th day of July** ("Effective Date") by and between **Gold Standard Inc.**, a California corporation (herein, "Assignor") and **Gold Alliance Capital Inc.**, a Nevada corporation with its principal place of business at 50 W. Liberty St. Suite 420, Reno, NV 89501 (herein, "Assignee").

WHEREAS, Assignor owns the marks included on the attached Schedule A (herein, the "Marks");

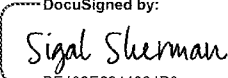
WHEREAS, Assignee desires to acquire the Marks from Assignor, and Assignor desires to assign, transfer and convey the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

- 1) **ASSIGNMENT.** Assignor has assigned, transferred and conveyed and does hereby assign, transfer and convey unto Assignee, and its successors, assigns and legal representatives, all right, title and interest in and to the Trademarks together with that part of the assets, business and goodwill of Assignor connected with the use of and symbolized by the Trademarks, and all marks similar to the Trademarks and used anywhere in the world, and all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect damages.
- 2) **FURTHER ASSURANCES.** Assignor agrees that, when requested, it will, at Assignee's cost and expense, sign all papers, take all rightful oaths, and do all acts that may be reasonably necessary, desirable or convenient for securing and maintaining the Trademarks and for vesting title thereto in Assignee, its successors, assigns and legal representatives or nominees.
- 3) **NO CHALLENGE.** Assignor agrees not to challenge or assist or cooperate with any third party in challenging or in taking any position contrary to or inconsistent with Assignee's sole and exclusive rights in and to the Trademarks or to the validity of Assignee's ownership thereof.
- 4) **COUNTERPARTS.** This Agreement may be executed in two or more counterparts, each of which as so executed shall be deemed to be an original and such counterparts together shall constitute one and the same instrument.

IN WITNESS WHEREOF, each party has executed this agreement by its duly authorized representative on the Effective Date.


Gold Standard, Inc.

By: 
BE409E0244004B0...

Name: Sigal Sherman

Title: CEO

Gold Alliance Capital, Inc.

By: 
D83DF7868735427...

Name: Joseph Sherman

Title: CEO

Schedule A

United States of America-Applications and Registrations

Owner	Trademark	Status	App No.	Filing Date	Reg. No.	Reg Date
Gold Standard, Inc.	GOLD ALLIANCE	Registered	87,501,353	06/22/2017	5471664	05/15/2018