

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM801072

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SAVANNAH YACHT CENTER, INC.		03/23/2023	Corporation: GEORGIA
RECEIVING PARTY DATA			
Name:	SHM IP, LLC		
Street Address:	14785 Preston Road, Suite 975		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75254		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5303303	SAVANNAH YACHT CENTER	
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:	Y6779-00123		
NAME OF SUBMITTER:	Nicole K. McLaughlin		
SIGNATURE:	/Nicole K. McLaughlin/		
DATE SIGNED:	04/06/2023		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** (“Assignment”), dated as of March 23, 2023 (“Effective Date”) is by and between **SAVANNAH YACHT CENTER, INC.**, a Georgia corporation with its principal place of business at 101 N. Lathrop Ave., Savannah, Georgia 31415 (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, trademark application 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 acquiring from Assignor all or substantially all of the assets of the business, including the Trademarks that pertain to the assets of the business and accompanying goodwill; and

WHEREAS, in connection therewith, 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 Assignor and at Assignee’s cost, 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.

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

SAVANNAH YACHT CENTER, INC.

By: 

Printed Name: James F. Berulis

Title: President

SHM IP, LLC

By: _____

Printed Name: Baxter Underwood

Title: CEO

[SIGNATURE PAGE]

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

SAVANNAH YACHT CENTER, INC.

By: _____

Printed Name: James F. Berulis

Title: President

SHM IP, LLC


By:  _____

Printed Name: Baxter Underwood

Title: CEO

[SIGNATURE PAGE]

EXHIBIT A

Trademark	Country	Registration Date	Registration Number
 Savannah Yacht Center	United States	October 3, 2017	5303303