

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI75647

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CANNA CONNO CORPORATION		03/06/2024	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	HIGHLIFE USA, INC.		
<b>Street Address:</b>	1451 West Cypress Creek Road		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Fort Lauderdale		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33309		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90631331	CHAMPAGNE	
<b>Serial Number:</b>	90174528	HIGHLIFE	
<b>Serial Number:</b>	88249810	HIGHLIFE	
<b>Serial Number:</b>	87693637	HIGHLIFE	
<b>Serial Number:</b>	87633342	HIGHLIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4079267720		
<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>			
<b>Phone:</b>	407-926-7716		
<b>Email:</b>	adavis@savvyiplaw.com, jschuyler@savvyiplaw.com		
<b>Correspondent Name:</b>	Amber N. Davis		
<b>Address Line 1:</b>	c/o WOLTER VAN DYKE DAVIS, PLLC		
<b>Address Line 2:</b>	1900 Summit Tower Blvd., Suite 140		
<b>Address Line 4:</b>	Orlando, FLORIDA 32810		
<b>ATTORNEY DOCKET NUMBER:</b>	16030-001		
<b>NAME OF SUBMITTER:</b>	Joanna Schuyler		
<b>SIGNATURE:</b>	Joanna Schuyler		

OP \$140.00.00 90631331

<b>DATE SIGNED:</b>	03/06/2024
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**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

WHEREAS, CANNA CONNO CORPORATION, a Delaware corporation whose principle place of business is located at 1451 West Cypress Creek Road, Suite 300, Fort Lauderdale, FL 33309 (hereinafter referred to as “**ASSIGNOR**”) has adopted and is using the trademark listed in *Schedule A* (hereinafter referred to as “the Trademark”), and is the owner of all rights, title and interest directly or by means of assignment in and to the Trademark;

WHEREAS, HIGHLIFE USA, INC., a Florida corporation whose principle place of business is located at 1451 West Cypress Creek Road, Suite 300, Fort Lauderdale, FL 33309 (hereinafter referred to as “**ASSIGNEE**”), is desirous of acquiring from **ASSIGNOR** any and all rights, title and interest in and to the Trademark, together with the goodwill of the Trademark, and in and to all rights under said Trademark.

NOW, THEREFORE, for good and valuable considerations, the receipt of which is hereby acknowledged, **ASSIGNOR** does hereby assign, sell, transfer, convey and grant to **ASSIGNEE**, its successors and assigns, any and all rights, title and interest which it may have in and to the Trademark, together with the goodwill of the Trademark, thereby including the right to bring or maintain suit at law and equity for past infringements of the Trademark and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

**ASSIGNOR** authorizes and requests the Director of the United States Patent and Trademark Office and the empowered official of any foreign trademark office to issue all future documents pertaining to the Trademark in the name of the **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.

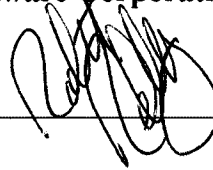
**ASSIGNOR** binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to **ASSIGNEE** any further documents or instruments and do any and all

further acts that may be necessary to vest in **ASSIGNEE**, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and in the corresponding offices of countries foreign to the United States.

SIGNED this 6 day of March, 2024.

**CANNA CONNO CORPORATION, a  
Delaware Corporation**

By: \_\_\_\_\_

A handwritten signature in black ink, appearing to be a stylized name, is written over a horizontal line.

**SCHEDULE A**

CHAMPAGNE (Class 034)	Serial No. 90631331
HIGHLIFE (Class 030)	Serial No. 90174528
HIGHLIFE (Class 005)	Serial No. 88249810
HIGHLIFE (Class 038,035)	Serial No. 87693637
HIGHLIFE (Class 16)	Serial No. 87633342