

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343184

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Francis A Cecere III		06/01/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Local Brand, Inc.		
Doing Business As:	The Local Brand		
Street Address:	2727 Rosemary Avenue		
City:	West Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33407		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86590191	OCAL	
Serial Number:	86524924	LOCAL	
CORRESPONDENCE DATA			
Fax Number:	7148523788		
<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:	9493953942		
Email:	claymcgurk@gmail.com		
Correspondent Name:	Clay McGurk		
Address Line 1:	The Law Office of Clay McGurk		
Address Line 2:	PO Box 1488		
Address Line 4:	Orange, CALIFORNIA 92856		
ATTORNEY DOCKET NUMBER:	FRANCIS CECERE		
NAME OF SUBMITTER:	Clay McGurk		
SIGNATURE:	/Clay McGurk/		
DATE SIGNED:	06/02/2015		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, FRANCIS A. CECERE III, with his address at 3509 SW Voyager Street, Port St. Lucie, Florida, 34953 ("**Assignor**"), is the owner of the entire right, title and interest to the following U.S. Trademark Applications (cumulatively, "**Trademarks**");

U.S. Appl. 86/590,191, filed on April 7, 2015, Design mark of LOCAL, where a geographical representation of the state of California represent the "L" in LOCAL); and

U.S. Appl. 86/524,924, filed on February 4, 2015, Design mark of LOCAL, where a upside-down, geographical representation of the state of Florida represent the "L" in LOCAL)


WHEREAS, THE LOCAL BRAND INC., a corporation in the state of Florida, having a place of business at 2727 Rosemary Avenue, West Palm Beach, Florida, 33407, together with any successors, legal representatives or assigns thereof ("**Assignee**") wants to acquire the entire right, title and interest in and to the Trademarks.

WHEREAS, Assignor is willing and able to enter into this assignment to transfer the Trademarks to the Assignee.

NOW THEREFORE, in consideration of good and valuable consideration, the receipt of which from the Assignee is hereby acknowledged, Assignor hereby conveys, transfers, assigns, and delivers to the Assignee all of its right, title and interest in and to the Trademarks, together with (1) the goodwill, including the goodwill of the business relating to the products upon which the Trademarks are used and for which it is registration is pending; (2) all income, royalties, settlements, and damages that become due or payable to the Assignor with respect to the Trademarks, including damages, settlements and payments for past or future infringements and misappropriations of the Trademarks; (3) all rights to sue for past, present and future infringements or misappropriations of the Trademarks; and (4) all rights to sue for injunctive or other equitable relief, and any and all causes of action relating to the Trademarks.

Assignor hereby covenants that it has the full right to convey the entire right, title and interest to the Trademarks, and that it has not executed, and will not execute, any agreement to conflict with this Assignment. Assignor further covenants and agrees that it will sign all lawful papers, execute and deliver all papers and take any action that may be necessary or desirable for securing, completing, or vesting in the Assignee full right, title and interest in the Trademarks.

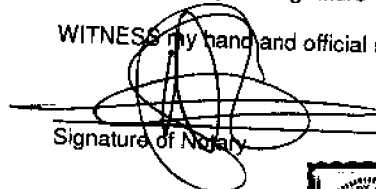
IN TESTIMONY WHEREOF, I hereunto set my hand this 1st day of June, 2015.

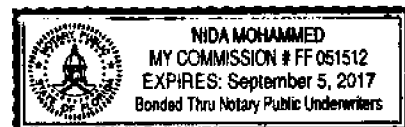

Francis A. Cecere III

STATE OF Florida
COUNTY OF Palm Beach

On June 1st 2015, before me Nida Mohammed Notary Public, personally appeared Francis A. Cecere III, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment and acknowledged to me that it executed the same in his authorized capacity, and that by his signature on this Assignment the person executed this Assignment.

WITNESS my hand and official seal:


Signature of Notary



PAGE 1 OF 1