

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM420160

<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>
The Florida Brand, Inc.		03/14/2017	Corporation: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Local Brand, Inc.		
<b>Street Address:</b>	2727 Rosemary Avenue, #12		
<b>City:</b>	West Palm Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33407		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87011800	LIFE	
<b>Serial Number:</b>	87011784	THE BRAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	9493953942		
<b>Email:</b>	claymcgurk@gmail.com		
<b>Correspondent Name:</b>	Clay McGurk		
<b>Address Line 1:</b>	The Law Office of Clay McGurk		
<b>Address Line 2:</b>	PO Box 1488		
<b>Address Line 4:</b>	Orange, CALIFORNIA 92856		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Clay McGurk		
<b>Address Line 1:</b>	The Law Office of Clay McGurk		
<b>Address Line 2:</b>	PO Box 1488		
<b>Address Line 4:</b>	Orange, CALIFORNIA 92856		
<b>NAME OF SUBMITTER:</b>	Clay McGurk		
<b>SIGNATURE:</b>	/Clay McGurk/		

OP \$65.00 87011800

<b>DATE SIGNED:</b>	03/17/2017
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<b>Total Attachments: 1</b> source=Assignment_LIFE_THE_FL_BRAND#page1.tif
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**TRADEMARK ASSIGNMENTS OF THE  
LIFE MARK AND THE FL BRAND MARK**

**WHEREAS, THE FLORIDA BRAND INC**, a Florida corporation, having a place of business at 1441 Brandywine Road, 300G, West Palm Beach, Florida 33407 ("**Assignor**"), is the sole owner of the entire right, title and interest in U.S. Trademark Application No. **87/011,800** (LIFE Design Mark), filed on April 23, 2016 and U.S. Trademark Application No. **87/011,784** (THE FL BRAND Design Mark), filed on April 23, 2016 (collectively, "**Trademarks**").

**WHEREAS, THE LOCAL BRAND, INC.**, a corporation in the state of Florida, having a place of business at 2727 Rosemary Avenue, #12, West Palm Beach, Florida, 33407 ("**Assignee**") wants to acquire the entire right, title and interest in and to the Trademarks.

**WHEREAS**, Assignor is willing to enter into this Assignment to transfer and assign the entire right, title and interest in and to the Trademarks to Assignee.

**NOW THEREFORE**, in consideration of the payments made pursuant to the Settlement Agreement and other 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 they are applied for; (2) all or that portion of the business to which the Trademarks pertain; (3) 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; (4) all rights to sue for past, present and future infringements or misappropriations of the Trademarks; and (5) 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, and that Assignor has not executed, and will not execute, any agreement that conflicts 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 to perfect the title or transfer or assignment of the Trademarks to Assignee.

**IN TESTIMONY WHEREOF**, I hereunto set my hand this **March 14, 2017**.

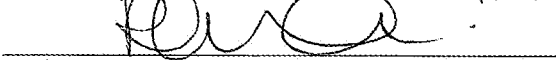
**ASSIGNOR**

  
**PETER PIZZA**  
**THE FLORIDA BRAND, INC.**

**STATE OF FLORIDA, BROWARD COUNTY**

On **March 14<sup>th</sup>**, 2017, before me **RAISSA ESPINOZA**, Notary Public, personally appeared **Peter PIZZA**, 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 he 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: **FF954123**

  
Signature of Notary

