

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM463994

<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>
HECK YEAH, INC.		02/28/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MODERN TRIBE, INC.		
<b>Street Address:</b>	451 Taft Street NE, Suite 20		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55413		
<b>Entity Type:</b>	Corporation: WYOMING		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4206112	MODERN TRIBE	
<b>Registration Number:</b>	4243365	MODERN TRIBE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8317135677		
<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>	8316008405		
<b>Email:</b>	ncb@nbcllaw.com		
<b>Correspondent Name:</b>	Nathan Benjamin		
<b>Address Line 1:</b>	340 Soquel Avenue #205		
<b>Address Line 4:</b>	Santa Cruz, CALIFORNIA 95062		
<b>NAME OF SUBMITTER:</b>	Nathan Benjamin, Attorney, member CA Bar		
<b>SIGNATURE:</b>	/NCB/		
<b>DATE SIGNED:</b>	03/01/2018		
<b>Total Attachments: 1</b>			
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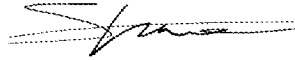
**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement is entered into and effective on this 27<sup>th</sup> day of February 2018. For good and valuable consideration, receipt and sufficiency of which is affirmed, HECK YEAH, INC., a California corporation doing business at 211 Washburn Avenue, Capitola, California 95010 (Assignor), hereby assigns all right, title and interest to the following trademark registrations in their entirety, to MODERN TRIBE, INC., a Wyoming corporation doing business at 451 Taft Street NE, Suite 20, Minneapolis, Minnesota 55413 (Assignee):

**MODERN TRIBE, USPTO Registration # 4206112, registered September 11, 2012**  
**MODERN TRIBE, USPTO Registration # 4243365, registered November 13, 2012**

Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with 1) the goodwill relating to the products and services on which the marks are used and for which they are registered, 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, and 3) all rights to sue for past, present and future infringement or misappropriations of the marks. The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property. This Assignment shall be recorded at the USPTO.

Dated: 02/28/2018



HECK YEAH, INC. a California Corporation,  
by Shane Pearlman, Officer  
Assignor

Dated: 02/28/2018



MODERN TRIBE, INC. a Wyoming Corporation  
By Reid Peifer, Officer  
Assignee