

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM713529

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Daniel R Smith		03/09/2022	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Azhar LLC		
Street Address:	4536 ORIEL LN		
City:	Carrollton		
State/Country:	TEXAS		
Postal Code:	75010		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4581740	JIMMYCASE	
Registration Number:	5330798	SLIMJIMMY	
Registration Number:	6052544	J	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	pinky@ecommlawgroup.com		
Correspondent Name:	Pinky Herao		
Address Line 1:	1201 Dragon Banner Drive		
Address Line 4:	The Colony, TEXAS 75056		
NAME OF SUBMITTER:	Pinky Herao		
SIGNATURE:	/Pinky Herao/		
DATE SIGNED:	03/10/2022		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Assignment**”), dated as of March 9, 2022 (the “**Effective Date**”), is made by Daniel R. Smith, an individual resident of California (“**Assignor**”), in favor of Azhar LLC, a Texas limited liability company (“**Assignee**”).

WHEREAS, Assignee is the purchaser of substantially all of the assets of JimmyBrands, LLC (“**Seller**”) pursuant to that certain Asset Purchase Agreement dated as of even date herewith, as may be amended to date (collectively, the “**Purchase Agreement**”), and certain intellectual property assets of Seller are held in the individual name of Assignor (the “**Individual Assets**”);

WHEREAS, pursuant to the Purchase Agreement, Assignor has agreed to convey, transfer and assign to Assignee the Individual Assets, including the intellectual property assigned herein; and

WHEREAS, Assignor owns all of the rights, title and interest in and to the Trademark Assets (as defined herein), and, pursuant to the Purchase Agreement, has agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdiction (collectively, the “**Agencies**”).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts from Assignor and Assignor, all of Assignor’s and Assignor’s right, title and interest in and to the following:

a. all trademark registrations and trademark applications, including, without limitation, those set forth on Schedule 1, attached hereto, and all issuances, extensions, and renewals thereof (collectively, the “**Trademark Assets**”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademark Assets;

b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

c. any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the Effective Date, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of other Agencies to record and register this Assignment upon request by Assignee. Following the Effective Date, upon Assignee’s reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Trademark Assets to Assignee, or any assignee or successor thereto.

3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademark Assets. The representations, warranties, covenants, agreements and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall govern and control.

4. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

5. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.


6. Governing Law. This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the State of California or the State of Texas, United States of America, without giving effect to any choice or conflict of law provision or rule.

(Signature Page Follows)

IN WITNESS WHEREOF, the undersigned have duly executed and delivered this Assignment as of the Effective Date.


ASSIGNOR:

DANIEL R. SMITH

By: 
Daniel R. Smith, individually

ASSIGNEE:

AZHAR LLC,
a Texas limited liability company

By: 
Karim Jiwani, Manager

SCHEDULE 1

Trademark Assets

Mark	Agency	Registration Number	Registration Date
JIMMYCASE	United States Patent and Trademark Office	4581740	August 5, 2014
JIMMYCASE	IP Australia	1290308	February 5, 2016
JIMMYCASE	Intellectual Property Office (UK)	1290308	February 5, 2016
JIMMYCASE	Japan Patent Office	1290308	February 5, 2016
JIMMYCASE	European Union Intellectual Property Office	1290308	February 5, 2016
SLIMJIMMY	United States Patent and Trademark Office	5330798	November 7, 2017
“J” Logo [design mark]	United States Patent and Trademark Office	6052544	May 12, 2020

Karim Tiwari

DM