

Form 144 Filer Information

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK	0001420118
Filer CCC	XXXXXXXX
Is this a LIVE or TEST Filing?	<input checked="" type="radio"/> LIVE <input type="radio"/> TEST

Submission Contact Information

Name	
Phone	
E-Mail Address	

144: Issuer Information

Name of Issuer	SOBR Safe, Inc.
SEC File Number	001-41396
Address of Issuer	6400 S. FIDDLERS GREEN CIRCLE SUITE 1400 GREENWOOD VILLAGE COLORADO 80111
Phone	844-762-7723
Name of Person for Whose Account the Securities are To Be Sold	First Capital Business Development, LLC

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	10% Stockholder
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144: Securities Information

Title of the Class of Securities To Be Sold	Common Shares0
Name and Address of the Broker	eTrade Securities from Morgan Stanley P. O. Box 484 Jersey City CO 07303-0484
Number of Shares or Other Units To Be Sold	174174
Aggregate Market Value	202042.00
Number of Shares or Other Units Outstanding	17209570
Approximate Date of Sale	10/03/2023
Name the Securities Exchange	NASDAQ CM

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common Shares
Date you Acquired	08/01/2020
Nature of Acquisition Transaction	Asset Exchange Transaction
Name of Person from Whom Acquired	TransBioTec, Inc

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	12000000
Date of Payment	08/01/2020
Nature of Payment	Asset Exchange

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	First Capital Holdings Suite 1400 Greenwood Village CO 80111
Title of Securities Sold	Common Shares
Date of Sale	06/30/2023
Amount of Securities Sold	25826
Gross Proceeds	38446.00

144: Remarks and Signature

Remarks	
Date of Notice	09/25/2023
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	09/25/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature	Gary John Graham
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ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)