

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645589

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Essense of Australia, Inc.		05/07/2021	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	True Society AG		
Street Address:	Zugerstrasse 40		
Internal Address:	Postfach 246		
City:	Unterageri		
State/Country:	SWITZERLAND		
Postal Code:	CH-6314		
Entity Type:	Corporation: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88775471	TRUE SOCIETY	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<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:	9136479050		
Email:	tmdocketing.burbach@hoveywilliams.com		
Correspondent Name:	Cheryl L. Burbach		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
NAME OF SUBMITTER:	Cheryl L. Burbach		
SIGNATURE:	/Cheryl L. Burbach/		
DATE SIGNED:	05/10/2021		
Total Attachments: 1			
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CH \$40.00 88775471

ASSIGNMENT OF TRADEMARKS

WHEREAS Essense of Australia, Inc., with an address of 15500 West 113th Street, Suite 300, Lenexa, Kansas 66219, has owns and has applied to register the following trademarks:

- U.S. Trademark Serial No. 88775471 for the mark TRUE SOCIETY for “retail store services featuring wedding gowns and bridesmaids dresses”;
- U.K. Trademark Registration No. UK00801516910 for “retail store services featuring wedding gowns and bridesmaids dresses”; and
- Madrid Protocol (International) Registration, No. 1516910 for TRUE SOCIETY for retail store services featuring wedding gowns and bridesmaids dresses - designating Australia, New Zealand, Canada, China, European Union

(collectively “the Marks”).

and WHEREAS, True Society AG, a Swiss corporation, having a principal place of business at Zugerstrasse 40, Postfach 246, CH-6314 Unterageri, Switzerland, has succeeded to the business interests, assets and appurtenant goodwill of Essense of Australia, Inc. associated with the Marks.

NOW THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, Essense of Australia, Inc., hereby assigns to True Society AG, all right, title and interest in and to the Marks and trademark applications therefor, together with the goodwill of the business symbolized by the trademarks and the applications for registration therefor.

Date: May 7, 2021

Essense of Australia, Inc.

By: _____
Title: CEO

Date: May 7, 2021

Acknowledged by:

True Society AG

By: _____
Title: Director