

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM645588

<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>
Essense of Australia, Inc.		05/07/2021	Corporation: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	True Society AG		
<b>Street Address:</b>	Zugerstrasse 40		
<b>Internal Address:</b>	Postfach 246		
<b>City:</b>	Unterageri		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	CH-6314		
<b>Entity Type:</b>	Corporation: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5374012	TRUE SOCIETY CLOTHING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	9136479050		
<b>Email:</b>	tmdocketing.burbach@hoveywilliams.com		
<b>Correspondent Name:</b>	Cheryl L. Burbach		
<b>Address Line 1:</b>	10801 Mastin Blvd., Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Cheryl L. Burbach		
<b>SIGNATURE:</b>	/Cheryl L. Burbach/		
<b>DATE SIGNED:</b>	05/10/2021		
<b>Total Attachments: 1</b>			
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CH \$40.00 5374012

ASSIGNMENT OF TRADEMARKS

WHEREAS Essense of Australia, Inc., with an address of 15500 West 113th Street, Suite 300, Lenexa, Kansas 66219, has owns U.S. Trademark Registration No. 5374012 for the mark TRUE SOCIETY CLOTHING for “athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms.”

and WHEREAS, True Society AG, a Swiss corporation, having a principal place of business at Zugerstrasse 40, Postfach 246, CH-6314 Unterageri, Switzerland, is interested in acquiring all rights in the Mark.

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 Mark and trademark registration 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

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By:  
Title: Director