

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM652792

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Illume Holding AB		05/25/2021	Aktiebolag: SWEDEN
RECEIVING PARTY DATA			
Name:	Ridestore Holding AB		
Street Address:	Frihamnen 16 A		
City:	Goteborg		
State/Country:	SWEDEN		
Postal Code:	417 55		
Entity Type:	Aktiebolag: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90289527	RDSTR	
CORRESPONDENCE DATA			
Fax Number:	2077741127		
<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:	2077741200		
Email:	jkeenan@bssn.com		
Correspondent Name:	James F. Keenan, Jr.		
Address Line 1:	100 Middle Street		
Address Line 2:	P.O. Box 9729		
Address Line 4:	Portland, MAINE 04104		
NAME OF SUBMITTER:	James F. Keenan, Jr.		
SIGNATURE:	/James F. Keenan, Jr./		
DATE SIGNED:	06/09/2021		
Total Attachments: 2			
source=USA assignment_signed - 2128795v1#page1.tif			
source=USA assignment_signed - 2128795v1#page2.tif			

OP \$40.00 90289527

TRADEMARK ASSIGNMENT

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Illume Holding AB, an Aktebolag with a place of business of Box 4021, Trollhättan, Sweden 461 04 ("Assignor"), hereby assigns, sells and conveys to Ridestore Holding AB, an Aktebolag with a place of business at Frihamnen 16 A, Göteborg, Sweden 417 55 ("Assignee"), Assignor's entire right, title, and interest throughout the world in and to the Trademarks and all state, federal, international and/or foreign registrations and applications for registration therefore, all rights to make applications for registration therefore, and all goodwill inuring thereto and associated therewith, together with all claims for damages by reason of infringement occurring prior to, on or following the date hereof, with the right to sue for, and collect the same for, Assignee's own use and benefit and for the use and benefit of Assignee's successors and assigns. Further, and without limitation, Assignor assigns, sells and conveys to Assignee any and all rights of Assignor, express or implied, legal or equitable, in and to any licenses or use agreements relating to the Trademarks.

With respect to the assignment of the Trademarks that are subject to any intent-to-use applications pursuant to Section 1(b) of the Lanham (Trademark) Act, 15 U.S.C. §1051(b), Assignor acknowledges that Assignee is the successor to that portion of the business of Assignor to which the subject Trademarks pertain, which business is ongoing and existing, as contemplated under Section 10 of the Lanham (Trademark) Act, 15 U.S.C. § 1060.

The term "Trademarks" means the trade names, trademarks, service marks, logos, design elements and/or trade dress set forth on Schedule A attached hereto and made a part hereof, and any and all derivations, variations and combinations thereof.

Assignor has caused this instrument to be executed as of May 25th, 2021.

Assignor: Illume Holding AB

Assignee: Ridestore Holding AB

By: 
Name: Emil Hellberg
Title: Board Member

By: 
Name: Emil Hellberg
Title: Board Member

Schedule A

Trademark	Appl. Ser. No.	Reg. No.
RDSTR	90289527	