

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM670799

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Carl Pei		12/07/2020	INDIVIDUAL: SWEDEN
RECEIVING PARTY DATA			
Name:	Nothing Technology Limited		
Street Address:	11 Staple Inn		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	WC1V 7QH		
Entity Type:	Private Limited Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 53			
Property Type	Number	Word Mark	
Serial Number:	87545739	ESSENTIAL	
Serial Number:	87545749	ESSENTIAL	
Serial Number:	87468490	MY HOME IS ESSENTIAL	
Serial Number:	87468498	MY PHONE IS ESSENTIAL	
Serial Number:	87465095	ESSENTIAL GO	
Serial Number:	87465244	ESSENTIAL CAR	
Serial Number:	87465252	ESSENTIAL TRANSLATE	
Serial Number:	87465254	ESSENTIAL TALK	
Serial Number:	87465243	ESSENTIAL DRIVE	
Serial Number:	87465246	ESSENTIAL AUTOMOTIVE	
Serial Number:	87465247	ESSENTIAL AUTO	
Serial Number:	87465248	ESSENTIAL WEARABLE	
Serial Number:	87465249	ESSENTIAL VR	
Serial Number:	87465255	ESSENTIAL TABLET	
Serial Number:	87465256	ESSENTIAL SYSTEM	
Serial Number:	87465257	ESSENTIAL SYNC	
Serial Number:	87465258	ESSENTIAL SOUND	
Serial Number:	87465259	ESSENTIAL PLUS	
Serial Number:	87465250	ESSENTIAL VIRTUAL REALITY	

OP \$1340.00 87545739

Property Type	Number	Word Mark
Serial Number:	87465277	ESSENTIAL PLATFORM
Serial Number:	87465279	ESSENTIAL PAD
Serial Number:	87465282	ESSENTIAL ONE
Serial Number:	87466198	THIS IS ESSENTIAL
Serial Number:	87465072	HOME BASE
Serial Number:	87465075	ESSENTIAL SPEAKER
Serial Number:	87465067	ESSENTIAL WIRELESS
Serial Number:	87465073	OPERATOR
Serial Number:	87465074	ESSENTIAL TV
Serial Number:	87465078	ESSENTIAL VIDEO
Serial Number:	87465079	ESSENTIAL PHOTOS
Serial Number:	87465076	ESSENTIAL VIEW
Serial Number:	87465080	ESSENTIAL STORE
Serial Number:	87465081	ESSENTIAL HI-FI
Serial Number:	87465082	ESSENTIAL HEAR
Serial Number:	87465083	ESSENTIAL GALLERY
Serial Number:	87465085	ESSENTIAL DOCK
Serial Number:	87465086	ESSENTIAL CLICK
Serial Number:	87465084	ESSENTIAL CONNECT
Serial Number:	87465087	ESSENTIAL CHARGE
Serial Number:	87465089	ESSENTIAL CAMERA
Serial Number:	87465093	ESSENTIAL 360
Serial Number:	87465090	ESSENTIAL 360 CAMERA
Serial Number:	87465094	ESSENTIAL RIDE
Serial Number:	87976086	ESSENTIAL
Serial Number:	87976088	ESSENTIAL
Serial Number:	87976090	ESSENTIAL PRODUCTS
Serial Number:	87976107	ESSENTIAL PRODUCTS
Serial Number:	87976092	ESSENTIAL PRODUCTS
Serial Number:	87976106	ESSENTIAL PRODUCTS
Serial Number:	87301559	ESSENTIAL
Serial Number:	87301561	ESSENTIAL PRODUCTS
Serial Number:	87278834	ESSENTIAL
Registration Number:	5388100	

CORRESPONDENCE DATA

Fax Number: 2023545232

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.

TRADEMARK

REEL: 007406 FRAME: 0106

Phone: 2028083570
Email: docketing@kelly-ip.com
Correspondent Name: Lynn Jordan
Address Line 1: 1300 19th Street, NW, Suite 300
Address Line 2: Kelly IP, LLP
Address Line 4: Washington, D.C. 20036

NAME OF SUBMITTER: Lynn Jordan

SIGNATURE: /Lynn Jordan/

DATE SIGNED: 08/27/2021

Total Attachments: 13

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THIS DEED OF ASSIGNMENT (the Deed) is made on 7 December 2020
between the Parties and is effective from the Effective Date:

- (1) CARL PEI of c/o 70 Regeringsgatan 109, 6th Floor, 11139 Stockholm, Sweden (Assignor); and
- (2) NOTHING TECHNOLOGY LIMITED, a private limited company incorporated under the laws of England and Wales with company number 12994564, with its registered office address at 11 Staple Inn, London, United Kingdom, WC1V 7QH (Assignee).

(each a Party and together the Parties).

BACKGROUND

Assignor has acquired certain trade marks and other assets from a third party, and now wishes to assign these trade marks and other assets to the Assignee under the terms of this Deed.

AGREED TERMS

1. Interpretation

1.1 In this Deed, capitalised terms shall have the meanings set out below:

Effective Date means the date of this Deed;

██████████

██

Trade Marks means the trade marks and related intellectual property rights detailed in Schedule 1.

2. Assignment

2.1 The Assignor hereby irrevocably assigns to the Assignee:

2.1.1 all of his right, title and interest in the Trade Marks and Other Assets;

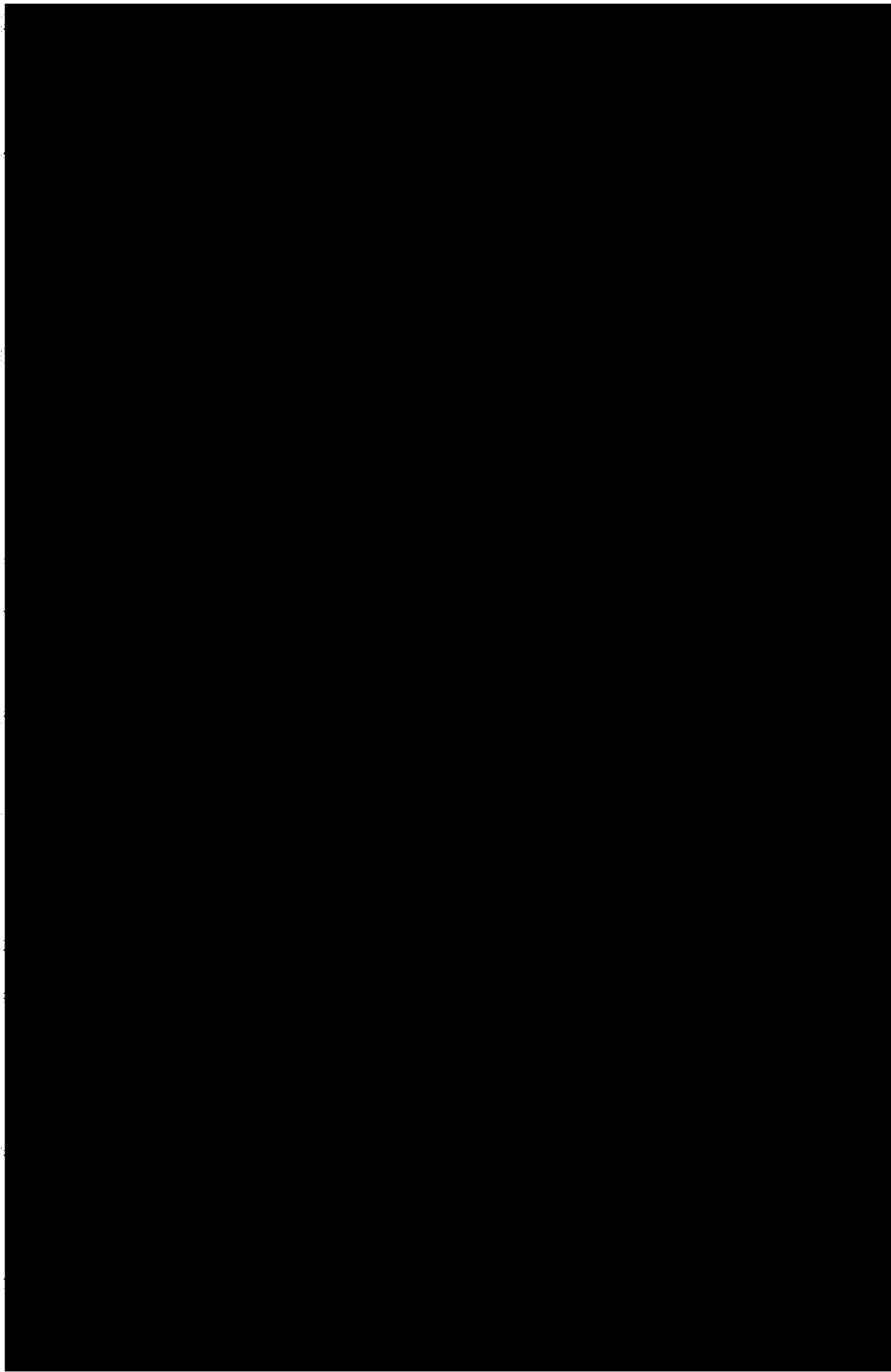
2.1.2 the absolute entitlement to any registered trade marks granted pursuant to the Trade Marks;

2.1.3 all statutory and common law rights attaching to the Trade Marks and Other Assets, together with the goodwill relating to the goods or services in respect of which each of the Trade Marks is filed or used, and the right to apply to register similar or identical trade marks in any part of the world;

2.1.4 the right to bring, make, oppose, defend, and appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of the Trade Marks or Other Assets whether occurring before, on or after the date of this Deed; and

2.1.5 the right to exploit the rights assigned by this Deed in any manner and through any media as the Assignee shall in its absolute discretion decide anywhere in the world.

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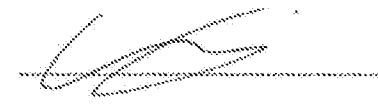
[REDACTED]

[REDACTED]

[REDACTED]

This document has been executed as a deed and is delivered and deemed to have taken effect on the Effective Date.

EXECUTED and DELIVERED as a DEED by
CARL PEI,
in the presence of:

| 

Witness:

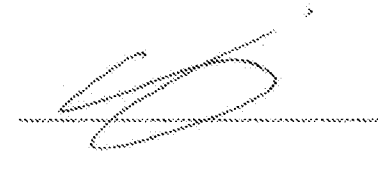
Signature: Yu Xianjiang

Name: YU XIANJIANG

Address: Longhua District, Shenzhen City
Guangdong

Occupation: Chief product officer

EXECUTED and DELIVERED as a DEED by
NOTHING TECHNOLOGY LIMITED,
acting by Carl Pei,
a director and authorised signatory,
in the presence of:

| 

Witness:

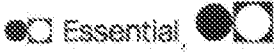
Signature: Yu xianjiang

Name: YU XIANJIANG

Address: Longhua district, Shenzhen City
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Occupation: Chief product Officer

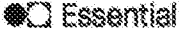
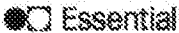
Schedule 1: Trade Marks

Any and all of Assignor's rights worldwide in the following trademarks:  Essential, ESSENTIAL, ESSENTIAL PRODUCTS, AMBIENT OS, and SENTRI, and all of the following trademark applications and registrations:

Mark	Jurisdiction	Application Details	Registration Details

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL	US State	Registered (KY)	Reg 19102
ESSENTIAL	US State	Registered (ND)	Reg 44062200
ESSENTIAL	US State	Registered (IA)	Reg 559256
ESSENTIAL	US State	Registered (MI)	Reg 802114328
ESSENTIAL	US State	Registered (NY)	Reg 524128
ESSENTIAL	US State	Registered (WV)	Reg 1008671
ESSENTIAL	US State	Registered (VA)	Reg 12210 Reg 04-AUG-2017
ESSENTIAL	US State	Registered (NJ)	Reg 25236
ESSENTIAL	US State	Registered (RI)	Reg 201708003
ESSENTIAL	US State	Registered (ID)	Reg 21842
ESSENTIAL	US State	Registered (WA)	Reg 60155
ESSENTIAL	US State	Registered (MO)	Reg 9020471
ESSENTIAL	US State	Registered (LA)	Reg 686695
ESSENTIAL	US State	Registered (OH)	Reg 4055852
ESSENTIAL	US State	Registered (SC)	Reg 27-JUL-2017
<i>Design Only</i>	US State	Registered (AK)	Reg 89609
ESSENTIAL	US State	Registered (IN)	Reg 20170307
ESSENTIAL	US State	Registered (IL)	Reg 110917
ESSENTIAL	US State	Registered (SD)	Reg 25-JUL-2017

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL	US State	Registered (OK)	Reg 12628305
ESSENTIAL	US State	Registered (AL)	Reg 117252
ESSENTIAL	US State	Registered (IL)	Reg 110905
ESSENTIAL	US State	Registered (UT)	Reg 10464236
ESSENTIAL	US State	Registered (NV)	Reg 60357912017-2
ESSENTIAL	US State	Registered (GA)	Reg 528671
ESSENTIAL	US State	Registered (DE)	Reg 20170025004
ESSENTIAL	US State	Registered (CT)	Reg 39464923
ESSENTIAL	US State	Registered (OR)	Reg 46697
ESSENTIAL	US State	Registered (TN)	Reg 24-JUL-2017
ESSENTIAL	US State	Registered (WA)	Reg 60103
ESSENTIAL	US State	Registered (NY)	Reg 833058
GENI	United States	App 88467035	
PH-1	United States	App 87842574	
EARPHONES MINI	United States	App 87750442	



Mark	Jurisdiction	Application Details	Registration Details
EARPHONES HD	United States	App 87750434	
AMBIENT CAMERA	United States	App 87678087	
AMBIENT CAMERA	United States	App 87671874	
FUTURE-PROOF IS ESSENTIAL	United States	App 87634885	
STYLE IS ESSENTIAL	United States	App 87634888	
SPACE IS ESSENTIAL	United States	App 87634890	
SHARING IS ESSENTIAL	United States	App 87634893	
DESIGN IS ESSENTIAL	United States	App 87634898	
CONFIDENCE IS ESSENTIAL	United States	App 87634900	
 Essential	United States	App 87545739	
 Essential	United States	App 87545749	
FREE YOURSELF	United States	App 87542336	
#FREEYOURSELF	United States	App 87542424	
PERCOLATE	United States	App 87523203	
CURATOR	United States	App 87523207	
MY HOME IS ESSENTIAL	United States	App 87468490	
MY PHONE IS ESSENTIAL	United States	App 87468498	
ESSENTIAL GO	United States	App 87465095	
ESSENTIAL CAR	United States	App 87465244	
ESSENTIAL TRANSLATE	United States	App 87465252	

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL TALK	United States	App 87465254	
ESSENTIAL DRIVE	United States	App 87465243	
ESSENTIAL AUTOMOTIVE	United States	App 87465246	
ESSENTIAL AUTO	United States	App 87465247	
ESSENTIAL WEARABLE	United States	App 87465248	
ESSENTIAL VR	United States	App 87465249	
ESSENTIAL TABLET	United States	App 87465255	
ESSENTIAL SYSTEM	United States	App 87465256	
ESSENTIAL SYNC	United States	App 87465257	
ESSENTIAL SOUND	United States	App 87465258	
ESSENTIAL PLUS	United States	App 87465259	
ESSENTIAL VIRTUAL REALITY	United States	App 87465250	
ESSENTIAL NODE	United States	App 87465283	
ESSENTIAL MIN	United States	App 87465285	
ESSENTIAL PLATFORM	United States	App 87465277	
ESSENTIAL PAD	United States	App 87465279	
ESSENTIAL GOGGLES	United States	App 87465287	
ESSENTIAL ONE	United States	App 87465282	
ESSENTIAL HEADPHONES	United States	App 87465286	
ESSENTIAL GLASSES	United States	App 87465281	

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL FITNESS	United States	App 87465396	
ESSENTIAL FIT	United States	App 87465403	
ESSENTIAL EARBUDS	United States	App 87465406	
ESSENTIAL CLOUD	United States	App 87465415	
ESSENTIAL AR	United States	App 87465421	
ESSENTIAL DISPLAY	United States	App 87465409	
ESSENTIAL COMMUNICATOR	United States	App 87465412	
ESSENTIAL BIT	United States	App 87465418	
ESSENTIAL AUGMENTED REALITY	United States	App 87465420	
ESSENTIAL X	United States	App 87465423	
ESSENTIAL WORK	United States	App 87465435	
ESSENTIAL WATCH	United States	App 87465439	
ESSENTIAL PORTABLE	United States	App 87465456	
ESSENTIAL SHARE	United States	App 87465444	
ESSENTIAL ROBOT	United States	App 87465450	
ESSENTIAL READER	United States	App 87465452	
ESSENTIAL SEARCH	United States	App 87465446	
ESSENTIAL ROUTER	United States	App 87465448	
ESSENTIAL CAST	United States	App 87465481	
ESSENTIAL BUSINESS	United States	App 87465482	

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL SOCIAL	United States	App 87465442	
ESSENTIAL MINI	United States	App 87465471	
ESSENTIAL AERIAL	United States	App 87465484	
ESSENTIAL CHAT	United States	App 87465479	
ESSENTIAL COVER	United States	App 87465476	
ESSENTIAL HOME	United States	App 87465676	
THIS IS ESSENTIAL	United States	App 87466198	
A FRIENDLY FACE FOR YOUR HOME	United States	App 87465053	
ESSENTIAL VOICE	United States	App 87465065	
ESSENTIAL ASSISTANT	United States	App 87465054	
ESSENTIAL LIGHTS	United States	App 87465057	
HOME BASE	United States	App 87465072	
ESSENTIAL ELEMENT	United States	App 87465055	
ESSENTIAL PLAY	United States	App 87465061	
ESSENTIAL SPEAKER	United States	App 87465075	
ESSENTIAL SENSORS	United States	App 87465064	
ESSENTIAL HUB	United States	App 87465056	
ESSENTIAL WIRELESS	United States	App 87465067	
OPERATOR	United States	App 87465073	
ESSENTIAL TV	United States	App 87465074	

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL SENSE	United States	App 87465062	
ESSENTIAL MUSIC	United States	App 87465059	
ESSENTIAL VIDEO	United States	App 87465078	
ESSENTIAL PHOTOS	United States	App 87465079	
ESSENTIAL VIEW	United States	App 87465076	
ESSENTIAL STORE	United States	App 87465080	
ESSENTIAL HI-FI	United States	App 87465081	
ESSENTIAL HEAR	United States	App 87465082	
ESSENTIAL GALLERY	United States	App 87465083	
ESSENTIAL DOCK	United States	App 87465085	
ESSENTIAL CLICK	United States	App 87465086	
ESSENTIAL CONNECT	United States	App 87465084	
ESSENTIAL CHARGE	United States	App 87465087	
ESSENTIAL CAMERA	United States	App 87465089	
ESSENTIAL AUDIO	United States	App 87465091	
ESSENTIAL 360	United States	App 87465093	
ESSENTIAL 360 CAMERA	United States	App 87465090	
ESSENTIAL RIDE	United States	App 87465094	
ESSENTIAL PHONE	United States	App 87459020	
ESSENTIAL PHONE DOCK	United States	App 87459023	

Mark	Jurisdiction	Application Details	Registration Details
ESSENTIAL	United States	App 87976086	
ESSENTIAL	United States	App 87976087	
ESSENTIAL	United States	App 87976088	
ESSENTIAL PRODUCTS	United States	App 87976090	
ESSENTIAL PRODUCTS	United States	App 87976107	
ESSENTIAL PRODUCTS	United States	App 87976091	
ESSENTIAL PRODUCTS	United States	App 87976092	
ESSENTIAL PRODUCTS	United States	App 87976106	
ESSENTIAL	United States	App 87301559	
ESSENTIAL PRODUCTS	United States	App 87301561	
 Essential	United States	App 87278834	
	United States	App 87275302	Reg 5388100
BETTER IN EVERY DIMENSION	United States	App 87170932	

Schedule 2: Other Assets

Domain names :

- essential.com

Social Media Accounts:

- Twitter: @essential
- Instagram: @thisisessential
- Reddit: /u/EssentialOfficial
- Facebook: <https://www.facebook.com/thisisessential/>
- LinkedIn: <https://www.linkedin.com/company/thisisessential>