

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM707816

<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>
Rouse AB		12/14/2021	Aktiebolag: SWEDEN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	H&M Hennes & Mauritz AB		
<b>Street Address:</b>	Master Samuelsgatan 46A		
<b>City:</b>	Stockholm		
<b>State/Country:</b>	SWEDEN		
<b>Postal Code:</b>	106 38		
<b>Entity Type:</b>	Aktiebolag: SWEDEN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6600055	STORE LENS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028611783		
<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>	202-861-1500		
<b>Email:</b>	bhipdocket@bakerlaw.com		
<b>Correspondent Name:</b>	Mark H. Tidman		
<b>Address Line 1:</b>	1050 Connecticut Avenue, NW		
<b>Address Line 2:</b>	Washington Square, Suite 1100		
<b>Address Line 4:</b>	Washington, D.C. 20036-5304		
<b>ATTORNEY DOCKET NUMBER:</b>	047727.020074		
<b>NAME OF SUBMITTER:</b>	Mark H. Tidman		
<b>SIGNATURE:</b>	/Mark H. Tidman/		
<b>DATE SIGNED:</b>	02/11/2022		
<b>Total Attachments: 2</b>			
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source=ANNEX 1-STORE LENS Trademark Portfolio#page1.tif			

CH \$40.00 6600055

## DEED OF ASSIGNMENT

This Deed of Assignment is made on December 14, 2021 between Rouse AB, incorporation no 556484-0287 a company with its registered office at Vasagatan 11, 111 20 Stockholm, Sweden, (the "Assignor") and H&M Hennes & Mauritz AB, a company with its registered office at Mäster Samuelsgatan 46A, 106 38 Stockholm, Sweden, (the "Assignee").

Whereas the Assignor is the registered proprietor in of the trademark registrations listed in Annex 1, for STORE LENS.

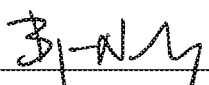
And whereas the Assignor assigns all Trademarks listed in Annex 1 to the Assignee.

The parties agree that the Trademarks are assigned, by the Assignor, to the Assignee, along with all potentially connected goodwill. The compensation for the assignment is confidential information.

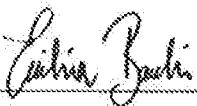
Signed for and on behalf of the Assignee,

H&M Hennes & Mauritz AB

H&M Hennes & Mauritz AB

  
\_\_\_\_\_

Name in block: Björn Norberg

  
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Name in block: Emilia Bordi

Signed for and on behalf of the Assignor,

Rouse AB

  
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Name in block: THOMAS RANDES

# ROUSE

Trademark	Country	Nat. filing	Registered	Pat./Reg.no	Classes
STORE LENS	Denmark	2019-12-31	2020-08-17	VR 2020 01468	9, 35, 42
STORE LENS	E U	2020-06-28	2020-11-04	018263297	9, 35, 42
STORE LENS	China	2020-06-30	2021-02-14	47664759	9
STORE LENS	China	2020-06-30	2021-02-14	47691566	35
STORE LENS	China	2020-06-30	2021-02-14	47670093	42
STORE LENS	International Trademark	2020-06-29	2020-06-29	1546996	9, 35, 42
STORE LENS	United	2020-06-29	2021-02-12	WO0000001546996	9, 35, 42
STORE LENS	India	2020-06-29			9, 35, 42
STORE LENS	Japan	2020-06-29	2021-06-20	1546996	9, 35, 42
STORE LENS	South Korea	2020-06-29	2021-11-02	1546996	9, 35, 42
STORE LENS	U S A	2020-06-29			9, 35, 42