

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM716818

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
True Fit Corporation		03/15/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Shoptrug, Inc.		
Street Address:	2755 East Cottonwood Parkway, Suite 520		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84121		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4822285	BE TRUE. SHARE TRUE.	
CORRESPONDENCE DATA			
Fax Number:	6504936811		
<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:	6504939300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Aaron D. Hendelman		
Address Line 1:	650 Page Mill Road		
Address Line 2:	WILSON SONSINI GOODRICH & ROSATI		
Address Line 4:	Palo Alto, CALIFORNIA 93404		
ATTORNEY DOCKET NUMBER:	62406-900		
NAME OF SUBMITTER:	Aaron D. Hendelman, CA Bar Member		
SIGNATURE:	/Aaron D. Hendelman/		
DATE SIGNED:	03/25/2022		
Total Attachments: 2			
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source=BE TRUE SHARE TRUE Assignment#page2.tif			

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Trademark Assignment

This Trademark Assignment is made and entered into as of March 15, 2022 (the "Effective Date") by and between True Fit Corporation, a Delaware corporation ("Assignor") and Shoptrue, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark listed in Schedule A attached hereto (the "Trademark");

WHEREAS, Assignee seeks to acquire the entire right, title and interest in and to the Trademark, together with the goodwill of the business associated with and symbolized by the Trademark; and

WHEREAS, Assignee agrees to permit Assignor the right to use the Trademark under license in connection with Assignor's services on terms and conditions agreeable to both parties.

NOW, THEREFORE, for and in consideration of the above recitals, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, (1) Assignor does hereby convey, transfer and assign to Assignee, and Assignee hereby accepts the conveyance, transfer and assignment of all right, title and interest of Assignor in, to and under the Trademark; and (2) Assignee does hereby grant Assignor a license to use the Trademark in connection with Assignor's services, on terms and conditions that are mutually agreed upon by the parties.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Assignment to be executed by their authorized representatives.

Assignor:
True Fit Corporation

DocuSigned by:
Bill Adler
By: _____
Name: William Adler
Title: Chief Executive Officer

Assignee:
Shoptrue, Inc.

DocuSigned by:
Romney Evans
By: _____
Name: J. Romney Evans
Title: Chief Executive Officer

Schedule A

Trademark	Registration No.	Application No.	Class
BE TRUE. SHARE TRUE.	4822285	85192193	35