

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM737303

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Essense of Australia, Inc.		06/13/2022	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	WM Bridal Group GmbH		
Street Address:	Bahnhofstrasse 13		
City:	Zug		
State/Country:	SWITZERLAND		
Postal Code:	6300		
Entity Type:	Limited Liability Company: SWITZERLAND		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	6300586	ESSENSE OF AUSTRALIA	
Registration Number:	3943278	MARTINA LIANA	
Registration Number:	4122368	BELLE VOGUE BRIDAL	
Registration Number:	4932723	STELLA YORK	
Registration Number:	4424531	SORELLA VITA	
Registration Number:	5292703	EVERYBODY / EVERYBRIDE	
Registration Number:	6095543	ESSENSE OF AUSTRALIA	
Registration Number:	6095542	MARTINA LIANA	
Registration Number:	6015275	ALL WHO WANDER	
Registration Number:	6015340	ALL WHO WANDER	
Registration Number:	6365566	MARTINE LOVES	
Registration Number:	6336425	MARTINA LIANA LUXE	
Serial Number:	88818402	MARTINE HARRIS	
Serial Number:	88831994	OXFORD STREET	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	9136479050		

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Email: tmdocketing.burbach@hoveywilliams.com
Correspondent Name: Cheryl L. Burbach
Address Line 1: 10801 Mastin Blvd., Suite 1000
Address Line 4: Overland Park, KANSAS 66210

NAME OF SUBMITTER: Cheryl L. Burbach

SIGNATURE: /Cheryl L. Burbach/

DATE SIGNED: 06/27/2022

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Essense of Australia, Inc., a Nevada corporation having a principal place of business at 115500 West 113th Street, Suite 300, Lenexa, Kansas 66219 (“Assignor”), owns all right, title, and interest in and to the various trademark applications and registrations listed on Schedule A hereto (hereinafter the “Marks”);

WHEREAS, Assignor owns the Marks, along with all right, title, and interest in and to the trademark applications and registrations therefor as listed on Schedule A, together with the goodwill of the business symbolized by the Marks, including claims for damages by reason of past infringement of the Marks, with the rights to sue and collect therefor; and

WHEREAS, WM Bridal Group GmbH, a Swiss limited liability company having a place of business at Bahnhofstrasse 13, 6300 Zug, Switzerland (“Assignee”), desires to acquire all of Assignor’s right, title, and interest in and to the Marks, together with the goodwill of the business pertaining thereto, and all of Assignor’s right, title, and interest in and to the trademark applications and registrations therefor as noted on Schedule A;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, all right, title, and interest in and to the Marks, and all trademark applications and registrations therefor, together with the goodwill of the business symbolized by the Marks, including claims for damages by reason of past infringement of said trademarks, including without limitation claims for damages by reason of past infringement of said trademarks, with the right to sue and collect therefor.

Executed this 13th day of June, 2022.

ESSENSE OF AUSTRALIA, INC.

DocuSigned by:
By: Abbey Caton
Name: Abbey Caton
Title: CEO & President of Operations

AGREED AND ACCEPTED:

WM BRIDAL GROUP GMBH

DocuSigned by:
By: Wayne Harris
Name: Wayne Harris
Title: CEO

Schedule A
Assigned Trademarks

Trademark Name	Hovey Docket	Country	Status	Application No.	Filing Date	Registration No.	Registration Date	Owner Name
STELLA YORK	56532-MAP	WP	Registered	1512142	23-Dec-2019	1512142	23-Dec-2019	Essense of Australia, Inc.
STELLA YORK	56532-MAP-AU	AU	Registered	1512142	23-Dec-2019	1512142	23-Dec-2019	Essense of Australia, Inc.
STELLA YORK	56532-MAP-CA	CA	Pending	1512142	23-Dec-2019			Essense of Australia, Inc.
STELLA YORK	56532-MAP-EM	EM	Registered	1512142	23-Dec-2019	1512142	23-Dec-2019	Essense of Australia, Inc.
STELLA YORK	56532-MAP-GB	GB	Registered	1512142	23-Dec-2019	1512142	23-Dec-2019	Essense of Australia, Inc.
STELLA YORK	56532-MAP-NZ	NZ	Registered	1512142	23-Dec-2019	1512142	23-Dec-2019	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP	WP	Registered	1515066	23-Dec-2019	1515066	23-Dec-2019	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP-AU	AU	Pending	1515066	23-Dec-2019			Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP-CA	CA	Pending	1515066	23-Dec-2019			Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP-EM	EM	Registered	1515066	23-Dec-2019	1515066	23-Dec-2019	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP-GB	GB	Registered	1515066	23-Dec-2019	1515066	23-Dec-2019	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-MAP-NZ	NZ	Registered	1515066	23-Dec-2019	1515066	23-Dec-2019	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA (stylized)	56529-US	US	Registered	90/100255	07-Aug-2020	6300586	23-Mar-2021	Essense of Australia, Inc.
MARTINA LIANA (Stylized)	56530-US	US	Registered	85/020263	22-Apr-2010	3943278	12-Apr-2011	Essense of Australia, Inc.
BELLE VOGUE BRIDAL	56531-US	US	Registered	85/047127	25-May-2010	4122368	03-Apr-2012	Essense of Australia, Inc.
STELLA YORK	56532-US	US	Registered	85/730827	17-Sep-2012	4932723	05-Apr-2016	Essense of Australia, Inc.
SORELLA VITA	56533-US	US	Registered	85/835232	29-Jan-2013	4424531	29-Oct-2013	Essense of Australia, Inc.
EVERYBODY / EVERYBRIDE (Stylized)	56534-US	US	Registered	87/179545	22-Sep-2016	5292703	19-Sep-2017	Essense of Australia, Inc.
ESSENSE OF AUSTRALIA	56535-US	US	Registered	88/724677	12-Dec-2019	6095543	07-Jul-2020	Essense of Australia, Inc.
MARTINA LIANA	56536-US	US	Registered	88/724664	12-Dec-2019	6095542	07-Jul-2020	Essense of Australia, Inc.
ALL WHO WANDER	56537-US	US	Registered	88/481618	20-Jun-2019	6015275	17-Mar-2020	Essense of Australia, Inc.
ALL WHO WANDER (stylized)	56538-US	US	Registered	88/519841	17-Jul-2019	6015340	17-Mar-2020	Essense of Australia, Inc.
MARTINE LOVES	56539-US	US	Registered	88/821987	05-Mar-2020	6365566	25-May-2021	Essense of Australia, Inc.
MARTINE HARRIS	56540-US	US	Published	88/818402	03-Mar-2020			Essense of Australia, Inc.
OXFORD STREET	56541-US	US	Allowed	88/831994	12-Mar-2020			Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-US	US	Registered	88/832106	12-Mar-2020	6336425	27-Apr-2021	Essense of Australia, Inc.
SORELLA VITA	56533-MAP	WP	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
SORELLA VITA	56533-MAP-AU	AU	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
SORELLA VITA	56533-MAP-CA	CA	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
SORELLA VITA	56533-MAP-EM	EM	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
SORELLA VITA	56533-MAP-GB	GB	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
SORELLA VITA	56533-MAP-NZ	NZ	Registered	1518154	29-Jan-2020	1518154	29-Jan-2020	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP	WP	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP-AU	AU	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP-CA	CA	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP-EM	EM	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP-GB	GB	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA	56536-MAP-NZ	NZ	Registered	1515049	23-Dec-2019	1515049	23-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP	WP	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP-AU	AU	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP-CA	CA	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP-EM	EM	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP-GB	GB	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
ALL WHO WANDER	56537-MAP-NZ	NZ	Registered	1517180	11-Dec-2019	1517180	11-Dec-2019	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP	WP	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP-AU	AU	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP-CA	CA	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP-EM	EM	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP-GB	GB	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.
MARTINA LIANA LUXE	56542-MAP-NZ	NZ	Registered	1527996	26-Mar-2020	1527996	26-Mar-2020	Essense of Australia, Inc.