

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM779926

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		06/16/2022	Corporation:
RECEIVING PARTY DATA			
Name:	Shoptrude, Inc.		
Street Address:	2755 East Cottonwood Parkway		
Internal Address:	Suite 520		
City:	Salt Lake City		
State/Country:	CALIFORNIA		
Postal Code:	84121		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4187467	BROWSE AND BUY. TRUE TO YOU.	
Registration Number:	5089965	DISCOVERY ENGINE	
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 94304		
ATTORNEY DOCKET NUMBER:	62406-900-TM1005/6		
NAME OF SUBMITTER:	Aaron D. Hendelman, CA Bar Member		
SIGNATURE:	/Aaron D. Hendelman/		
DATE SIGNED:	01/11/2023		
Total Attachments: 2			
source=Trademark Assignment BROWSE AND BUY. TRUE TO YOU. + DISCOVERY ENGINE (1) (002)#page1.tif			
source=Trademark Assignment BROWSE AND BUY. TRUE TO YOU. + DISCOVERY ENGINE (1) (002)#page2.tif			

CH \$65.00 4187467

Trademark Assignment

This Trademark Assignment is made and entered into as of June 16, 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 trademarks listed in Schedule A attached hereto (the “Trademarks”);

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

WHEREAS, Assignee agrees to permit Assignor the right to use the Trademarks 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:
Tracy Gray
By: _____
Name: Tracy Gray
Title: General Counsel & Corporate Secretary

Assignee:
Shoptrue, Inc.

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

Schedule A

Trademark	Registration No.	Application No.	Class
BROWSE AND BUY. TRUE TO YOU.	4187467	85/192176	35, 42 and 45
DISCOVERY ENGINE	5089965	86/941977	35