

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM796541

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silcane Limited		10/01/2021	Company: HONG KONG
RECEIVING PARTY DATA			
Name:	NSI (Holdings) Limited		
Street Address:	Tintagel House, 92 Albert Embankment		
City:	London		
State/Country:	ENGLAND		
Postal Code:	SE1 7TY		
Entity Type:	Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3462256	ELOVE	
CORRESPONDENCE DATA			
Fax Number:	3035726540		
<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:	303.572.6574		
Email:	gtipmail@gtlaw.com, strongg@gtlaw.com, strackk@gtlaw.com		
Correspondent Name:	Gayle Lynn Strong		
Address Line 1:	1144 15th Street, Suite 3300		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	210144.010100		
DOMESTIC REPRESENTATIVE			
Name:	Gayle Lynn Strong		
Address Line 1:	1144 15th Street, Suite 3300		
Address Line 4:	Denver, COLORADO 80202		
NAME OF SUBMITTER:	Gayle Lynn Strong		
SIGNATURE:	/Gayle Lynn Strong/		
DATE SIGNED:	03/22/2023		
Total Attachments: 2			

CH \$40.00 3462256

source=2. elove, loopylove_Silcane to NSI_Trademark Assignment_1.10.2021 (public version)#page1.tif
source=2. elove, loopylove_Silcane to NSI_Trademark Assignment_1.10.2021 (public version)#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement (the "Assignment") is made as of 1 October 2021 (the "Effective Date") by and between **Silcane Limited**, incorporated and registered in Hong Kong with company number 2470027 Room 01, 13/F, One Midtown, 11 Hoi Shing Road, Tsuen Wan, Hong Kong (**Assignor**) and **NSI (HOLDINGS) LIMITED**, incorporated and registered in England and Wales with company number 05236118 with its registered office is at Tintagel House, 92 Albert Embankment, London, England, SE1 7TY (**Assignee**).

WHEREAS, the Assignor and Assignee have entered into an asset purchase agreement dated 1 October 2021 (the "Purchase Agmt") governing the sale and transfer of the following trademark(s) (the "Marks"):

Trademark	Reg. Number	Territory
ELOVE	3462256	US
LOOPYLOVE	3100999 (IRN 0859288)	US
LOOPYLOVE.COM	3100998 (IRN 0859287)	US

WHEREAS, in order to effectuate Assignor's assignment to Assignee of all of its rights, title and interests in and to all of Marks, Assignor is executing this instrument of assignment.

NOW THEREFORE, with effect from the Effective Date, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys, to Assignee, Assignor's entire right, title and interest in and to, as well as the goodwill of the business symbolized by, the Marks.

Together with Assignor's right, title and interest in and to each of the Marks, as well as the goodwill of the business associated with said Marks being assigned to Assignee, are the rights to police, monitor and enforce said Marks against any and all past infringements, up to the date of this present Trademark Assignment, together with any and all further privileges throughout the world to establish use, ownership, and/or registration thereof.

Assignor has, with respect to each of the Marks, the full right to convey its above described right, title, interest and goodwill by this instrument.

Assignor agrees to perform all affirmative acts which may be necessary or desirable to perfect the above-described transfer of trademark rights, as well as to cooperate with Assignee in obtaining and/or providing information required in any proceedings relating to the Marks, at Assignee's expense.

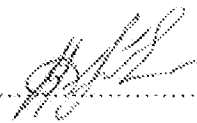
In respect of Marks, Assignor further authorizes the appropriate official in any country throughout the world, to issue any and all trademark registrations, amended registrations and/or renewals that may be granted in respect of the Marks upon any application or petition for same, to Assignee, and/or Assignee's successors and/or assigns.

Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the Trademark Office of any country throughout the world.

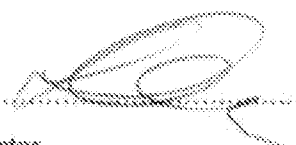
This Agreement may be executed in counterparts, and by the Parties on separate counterparts but shall not be effective until each Party has executed at least one counterpart. Each counterpart when executed shall be deemed an original of this Agreement but both counterparts shall constitute but one and the same agreement. Parties agree that if this agreement is agreed to be signed by electronic signature (whatever form the electronic signature takes), that this method of signature is as conclusive of parties' intention to be bound by this agreement as if signed by each party's manuscript signature.

IN WITNESS WHEREOF, Assignor and Assignee have executed and delivered this Trademark Assignment by their duly authorized representatives as of the Effective Date.

Signed by Olena Vorotyntseva
for and on behalf of Silcane Limited


.....
Director

Signed by Laura Edison
for and on behalf of NSI (HOLDINGS) LIMITED


.....
Director