

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM819335

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Myself Designs, Inc.		05/16/2022	Corporation:
RECEIVING PARTY DATA			
Name:	LumieWorld.com LLC		
Street Address:	560 22nd Street		
City:	Zumbrota		
State/Country:	MINNESOTA		
Postal Code:	55992		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2974202	MYSELF BELTS	
CORRESPONDENCE DATA			
Fax Number:	3147267501		
<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:	3147267500		
Email:	jwgrp@harnessip.com		
Correspondent Name:	Joseph E. Walsh, Jr.		
Address Line 1:	7700 Bonhomme Ave, Suite 400		
Address Line 4:	St. Louis, MISSOURI 63105		
NAME OF SUBMITTER:	Joseph E. Walsh, Jr.		
SIGNATURE:	/Joseph E. Walsh, Jr./		
DATE SIGNED:	06/23/2023		
Total Attachments: 4			
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CH \$40.00 2974202

INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (this “**Assignment**”), dated as of this 16th day of May, 2022, is made by and between **MYSELF DESIGNS, INC.**, a Missouri corporation (the “**Seller**”), and **LUMIEWORLD.COM LLC** (the “**Buyer**”).

Recitals

A. The Seller and the Buyer are parties to an Asset Purchase Agreement, dated as of May 16, 2022 (the “**Purchase Agreement**”). Capitalized terms used in this Assignment but not otherwise defined have the meanings given to them in the Purchase Agreement.

B. The parties desire to effect the sale, assignment, transfer and delivery of the Intellectual Property to the Buyer, with the Seller selling, assigning, transferring and delivering all Intellectual Property to the Buyer, and the Buyer accepting all such Intellectual Property as set forth below.

C. This Assignment is being executed and delivered at the Closing pursuant to the Purchase Agreement.

NOW, THEREFORE, for the consideration described in the Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. **Intellectual Property.** The Seller hereby irrevocably sells, assigns, transfers and delivers to the Buyer, and its successors and assigns, all of the Seller’s right, title and interest, of whatever kind, throughout the world, in and to the Intellectual Property, including more specifically, but without limitation, (a) any and all of the Seller’s trademarks, service marks, trade names, domain names and all applications therefore (the “**Marks**”), together with all of the goodwill associated with and symbolized by the Marks, including any applications, registrations, renewals and extensions thereof for the Marks, including as further detailed in the attached **Exhibit A**, (b) all patents including any applications, registrations, renewals and extensions thereof, and (c) all other corresponding rights at common law or otherwise that are or may be secured under the laws of the United States of America or any foreign country, now or hereafter in effect.

2. **Rights.** The foregoing sales, assignments and transfers all include rights to collect royalties, products and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith. In addition, the Seller agrees that they shall not oppose any application, seek to cancel any registration or initiate re-examination, object to any use by the Buyer of the Intellectual Property, or assist any third party in any of the foregoing.

3. **Further Assurances.** The Seller will promptly take such actions to the extent that the applicable information or documentation is in the possession or control of the Seller, including, without limitation, the prompt execution and delivery of documents in recordable

form, as may be reasonably requested by the Buyer to complete the transfer of the Intellectual Property to the Buyer as herein set forth.

4. **Conflict with Purchase Agreement.** This Assignment is executed and delivered pursuant to the Purchase Agreement and shall be subject to the terms and conditions of, and interpreted in accordance with, the Purchase Agreement. To the extent of any conflict between the terms and conditions of this Assignment and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede and prevail.

5. **Recordation.** The Seller hereby authorizes the Commissioner for Trademarks of the U.S. Patent and Trademark Office and any other appropriate national, federal and state government officials to record this Assignment upon request by the Buyer or its representatives and to issue one or more new certificates of registration in the Buyer's name.

6. **Amendment.** This Assignment may not be amended, modified, waived, or terminated except in a writing signed by the Seller and the Buyer.

7. **Binding Effect.** This Assignment shall be binding upon and inure to the benefit of the parties and their respective successors and assigns.

8. **Governing Law.** This Assignment shall be construed in accordance with the laws of the State of Missouri, without giving effect to the choice of law principles thereof or of any other jurisdiction.

9. **Execution.** This Assignment may be executed by facsimile, scanned and emailed or other electronic signatures and in counterparts, each of which shall be deemed to be an original, but all of which shall constitute one and the same agreement.

[Remainder of page left blank. Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of the date first written above.

BUYER:

LUMIEWORLD.COM LLC

By: 

Name: Jamin Arvig

Title: Owner

SELLER:

Myself Designs, Inc.

By: 

Name: Talia Goldfarb

Title: President & CEO

Exhibit A

Utility Patent for One-Handed Belt Closure

US Patent # 6,954,946 expires 3/4/24

CA Patent #2,535,397 expires 6/10/24

UK Patent # 1,656,042 expires 6/10/24

AUS Patent # 2004270112 expires 6/10/24

Trademark: Myself Belts name and logo

U.S. Trademark Registration No. 2,974,202 for MYSELF BELTS in Class 25; Registered in the name of Myself Designs, Inc. Next renewal deadline: July 19, 2025.

Logo Copyright:

Copyright Registration No.VA 2-031-798 for the Myself Belts Stylized logo effective date 6/2/16.