

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM819341

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/16/2022		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Myself Designs, Inc.		05/26/2023	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:	5387202	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: 1			
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TRADEMARK ASSIGNMENT

WHEREAS on May 16, 2022, all of the Assets and Assumed Liabilities in **MYSELF DESIGNS, INC.**, a Missouri corporation with a place of business at 6614 Clayton Rd. #312 St. Louis, Missouri 63117, were assigned to **LUMIEWORLD.COM LLC**, a Delaware limited liability company with a place of business at 560 22nd Street, Zumbrota, Minnesota 55992.

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, and keep for itself the receipt and sufficiency of which are hereby acknowledged, **MYSELF DESIGNS, INC.**, ("Assignor") hereby confirms the conveyance, transfer and assignment, *in rem pro tunc*, effective May 16, 2022 to **LUMIEWORLD.COM LLC** ("Assignee") all of its rights, title, and interest in and to the trademark and registration thereon listed below, including all common-law rights, together with the goodwill associated therewith, and the right to recover any and all remedies for past infringements and misappropriations thereof, including money damages.

MYSELF BELTS
U.S. Reg. No. 5,387,202

IN WITNESS WHEREOF, the parties through their representatives have duly signed and delivered this Trademark Assignment.

ASSIGNOR

ASSIGNEE

MYSELF DESIGNS, INC.

LUMIEWORLD.COM LLC

Signature: Talja Goldfarb

Signature: Susan Arvig

Name: Talja Goldfarb

Name: Susan Arvig

Title: President & CEO

Title: Human Resources Director

Signature Date: 5/26/23

Signature Date: 6/20/23