

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM815399

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
WM Bridal Group GmbH		06/06/2023	Limited Liability Company: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	True Society AG		
<b>Street Address:</b>	Bahnhofstrasse 13		
<b>City:</b>	Zug		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	6300		
<b>Entity Type:</b>	Corporation: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97667965	TS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	9136479050		
<b>Email:</b>	tmdocketing.burbach@hoveywilliams.com		
<b>Correspondent Name:</b>	Cheryl L. Burbach		
<b>Address Line 1:</b>	10801 Mastin Blvd., Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>NAME OF SUBMITTER:</b>	Cheryl L. Burbach		
<b>SIGNATURE:</b>	/Cheryl L. Burbach/		
<b>DATE SIGNED:</b>	06/06/2023		
<b>Total Attachments: 1</b>			
source=Assignment_(TS and design)_from WM Bridal Group GmbH to True Society AG_6.06.2023#page1.tif			

CH \$40.00 97667965

ASSIGNMENT OF TRADEMARKS

WHEREAS WM Bridal Group GmbH, a Swiss limited liability company, with an address of Bahnhofstrasse 13, 6300 Zug, Switzerland, has applied to register and/or owns the following trademarks:

MARK



NUMBER

U.S. Serial No. 97667965; and

International Reg. No. 1728678

and WHEREAS, True Society AG, a Swiss corporation, having a principal place of business at Bahnhofstrasse 13, 6300 Zug, Switzerland, has succeeded to the business interests, assets, and appurtenant goodwill of WM Bridal Group GmbH that are associated with the above-referenced trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WM Bridal Group GmbH hereby assigns to True Society AG, all right, title, and interest in and to the above-noted trademarks and trademark registration/applications therefor, together with the goodwill of the business symbolized by the trademarks and the associated applications/registrations.

Date: 6 June 2023

WM Bridal Group GmbH

By: Angela Schuler - Keiser

Title: Director of Legal & Compliance Europe