

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM656922

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900611383

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Love and Pieces LLC		04/21/2021	Limited Liability Company: FLORIDA

## RECEIVING PARTY DATA

<b>Name:</b>	TORQUAY ETRADING LLC
<b>Street Address:</b>	220 Water St.
<b>Internal Address:</b>	Apt. 111
<b>City:</b>	Brooklyn
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11201
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
<b>Registration Number:</b>	5049347	SIMPLE SHINE.

## CORRESPONDENCE DATA

## Fax Number:

*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.*

Email: pinky@ecommlawgroup.com

Correspondent Name: Pinky Herao

Address Line 1: 3671 Torrance Blvd

Address Line 4: Frisco, TEXAS 75034

<b>NAME OF SUBMITTER:</b>	Pinky Herao
<b>SIGNATURE:</b>	/Pinky Herao/
<b>DATE SIGNED:</b>	06/30/2021

## Total Attachments: 4

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**Exhibit E**

**INTELLECTUAL PROPERTY ASSIGNMENT**


WHEREAS, Love and Pieces LLC, a/an Florida limited liability company (“ (hereinafter called “Assignor”), has in its own name and through its various affiliates, established certain rights (including ownership of the registrations and applications for registration therefore) in and to the trademarks and patents identified in Exhibit 1 hereto attached, as well as rights to copy, graphics, images, photos, data, and information arising out of Assignor’s ownership and operation of the www.simpleshine.com website and related social media properties (collectively, the “IP”).


WHEREAS, **TORQUAY ETRADING LLC**, a Delaware limited liability (hereinafter called “Assignee”), desires to acquire all of Assignor’s right, title and interest in and to the IP; and

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, both in its own name and on behalf of its involved affiliates for whom Assignor warrants that it has the authority to act, does hereby assign and transfer unto Assignee, and Assignee does hereby accept, all of Assignor’s rights, title and interest in and to the IP. Assignor undertakes to duly execute, or have duly executed by its affiliates, any further documents reasonably necessary to record the assignment and transfer effected hereby, as prepared by Assignee.


IN WITNESS WHEREOF, Assignor and Assignee have caused this Intellectual Property Assignment to be executed by their duly authorized officers or agents on this 21st day of April, 2021.

**ASSIGNOR:  
LOVE AND PIECES LLC**

By:   
Name: Jonathan Spektor  
Title: Owner

By:   
Name: Elissa Spektor  
Title: Owner

**ASSIGNEE:  
TORQUAY ETRADING LLC**

By:   
Name: Ryan Gnesin  
Title: Director

**Exhibit 1 to Intellectual Property Assignment – Trademark and/or Patents**

1. “Simple Shine.” USPTO Registration No. 5049347; Registration Date: September 27, 2016;
2. “Simple Shine” EUIPO Registration No. 017877603; Registration Date: June 30, 2018

**Exhibit 2 – Domains**

1. [www.simpleshine.com](http://www.simpleshine.com)
2. [www.thesimpleshine.com](http://www.thesimpleshine.com)

**Schedule 8.3 Non-Compete Categories**

1. Jewellery Cleaning Products
2. Jewellery Maintenance Products
3. Jewellery Storage Products
4. Shoe Cleaning Products
5. Shoe Maintenance Products
6. Shoe Storage Products