

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM706491

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/31/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MY PASSION MEDIA INC.		01/31/2022	Corporation:
RECEIVING PARTY DATA			
Name:	TRU EARTH ENVIRONMENTAL PRODUCTS INC.		
Street Address:	3210 St. Johns Street		
City:	Port Moody, BC		
State/Country:	CANADA		
Postal Code:	V3H 2C9		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	90550196	HELPING SAVE THE PLANET ONE TRU CHANGE A	
Serial Number:	90550198	TRU CHANGEMAKER	
Serial Number:	90550204	ECO-STRIPS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	16046777727		
Email:	ustm@palmerip.com		
Correspondent Name:	Dean Palmer		
Address Line 1:	704-1478 West Hastings		
Address Line 4:	Vancouver, BC, CANADA V6G 3J6		
NAME OF SUBMITTER:	Brent Capehart		
SIGNATURE:	/BRENT CAPEHART/		
DATE SIGNED:	02/03/2022		
Total Attachments: 4			
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OP \$90.00 90550196

WORLDWIDE CONFIRMATORY ASSIGNMENT OF TRADEMARKS

This Assignment is made as of the 31st day of May, 2021, between **MY PASSION MEDIA INC.**, a British Columbia company with an address at 2615 Murray Street, Port Moody, British Columbia V3H 1X1 Canada (hereinafter called the "**Assignor**"), and **TRU EARTH ENVIRONMENTAL PRODUCTS INC.**, a British Columbia company with an address at 3210 St. Johns Street, Port Moody, British Columbia, V3H 2C9, Canada (hereinafter called the "**Assignee**").

In consideration of the sum of \$1 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, assigns, and transfers unto the Assignee all of its right, title, and interest worldwide in and to the "Trademarks" as identified in the attached schedule "A", together with all the benefit of the said trademark registrations, the benefit of any use of the trademarks and the goodwill of the businesses relating to the said trademarks and to the goods or services associated with them, all common law rights related thereto, all rights of renewal and extension, and the rights to recover for claims for damages and profits for past infringements thereof, to hold unto the Assignee absolutely, and as fully and effectively as it would have been held by the Assignor had this Assignment not been made.

TO EVIDENCE ITS AGREEMENT, the Assignor and Assignee have each caused this Assignment to be executed on its behalf by its respective duly authorized officer and representative on this 31st day of January, 2022.

MY PASSION MEDIA INC. (the "Assignor")



Signature of Assignor

Kevin Hinton

Name of authorized signatory

President

Title of authorized signatory

TRU EARTH ENVIRONMENTAL PRODUCTS INC. (the "Assignee")



Signature of Assignee

Brad Liski

Name of authorized signatory

CEO

Title of authorized signatory

Schedule "A"

Trademark Applications and Registrations

Trademark	Ctry Code	Status	App. Date	Appln. Number	Reg. Date	Reg. Number	Image
ECO-STRIPS	AU	Registered	2021-03-02	2159762	2021-10-05	2159762	NA, Word
ECO-STRIPS	CA	Pending	2021-02-26	2087881			NA, Word
ECO-STRIPS	CH	Pending	2021-08-23	1623440*			NA, Word
ECO-STRIPS	CH	Pending	2021-08-23	1623440*			NA, Word
ECO-STRIPS	EM	Registered	2021-03-01	18411821	2021-09-18	18411821	NA, Word
ECO-STRIPS	HK	Registered	2021-03-02	305549608	2021-03-02	305549608	NA, Word
ECO-STRIPS	JP	Pending	2021-08-23	1623440*			NA, Word
ECO-STRIPS	KR	Pending	2021-08-23	1623440*			NA, Word
ECO-STRIPS	MX	Pending	2021-08-23	1623440*			NA, Word
ECO-STRIPS	NZ	Pending	2021-03-02	1172213			NA, Word
ECO-STRIPS	SG	Registered	2021-03-04	40202104970 X	2021-08-26	40202104970X	NA, Word
ECO-STRIPS	UK	Registered	2021-03-01	UK00003602589	2021-09-17	UK00003602589	NA, Word
ECO-STRIPS	US	Pending	2021-02-26	90550204			NA, Word
ECO-STRIPS	WO	Registered	2021-08-23	1623440	2021-09-23	1623440	NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	AU	Pending	2021-03-02	2159760			NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	CA	Pending	2021-02-25	2087632			NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	EM	Registered	2021-03-01	018411828	2021-09-18	018411828	NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	HK	Registered	2021-03-02	305549626	2021-03-02	305549626	NA, Word

Trademark	Ctry Code	Status	App. Date	Appln. Number	Reg. Date	Reg. Number	Image
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	NZ	Registered	2021-03-02	1172207	2021-09-03	1172207	NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	SG	Registered	2021-03-04	40202104973 U	2021-03-04	40202104973U	NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	UK	Registered	2021-03-01	UK000036026 01	2021-09-17	UK0000360260 1	NA, Word
HELPING SAVE THE PLANET ONE TRU CHANGE AT A TIME	US	Pending	2021-02-26	90550196			NA, Word
TRU CHANGEMAKER	AU	Pending	2021-03-02	2159761			NA, Word
TRU CHANGEMAKER	CA	Pending	2021-02-25	2087633			NA, Word
TRU CHANGEMAKER	EM	Registered	2021-03-01	018411830	2021-12-22	018411830	NA, Word
TRU CHANGEMAKER	HK	Pending	2021-03-02	305549617			NA, Word
TRU CHANGEMAKER	NZ	Registered	2021-03-02	1172209	2021-09-03	1172209	NA, Word
TRU CHANGEMAKER	SG	Registered	2021-03-04	40202104972 T	2021-03-04	40202104972T	NA, Word
TRU CHANGEMAKER	UK	Pending	2021-03-01	UK000036026 34			NA, Word
TRU CHANGEMAKER	US	Pending	2021-02-26	90550198			NA, Word
TRU EARTH	AU	Pending	2021-02-25	2158801			NA, Word
TRU EARTH	CA	Pending	2019-08-14	1980451			NA, Word
TRU EARTH	CA	Pending	2021-02-23	2086651			NA, Word
TRU EARTH	CH	Pending	2021-08-23	1619100*			NA, Word
TRU EARTH	CN	Pending	2021-08-23	1619100*			NA, Word
TRU EARTH	EM	Registered	2021-02-26	018409555	2021-09-18	018409555	NA, Word
TRU EARTH	HK	Registered	2021-03-02	305549491	2021-03-02	305549491	NA, Word
TRU EARTH	JP	Pending	2021-08-23	1619100*			NA, Word
TRU EARTH	KR	Pending	2021-08-23	1619100*			NA, Word
TRU EARTH	MX	Pending	2021-08-23	1619100*			NA, Word
TRU EARTH	NZ	Registered	2021-03-02	1172205	2021-09-03	1172205	NA, Word

Trademark	Ctry Code	Status	App. Date	Appln. Number	Reg. Date	Reg. Number	Image
TRU EARTH	SG	Registered	2021-03-04	40202104976R	2021-03-04	40202104976R	NA, Word
TRU EARTH	UK	Registered	2021-02-24	UK00003600202	2021-09-17	UK00003600202	NA, Word
TRU EARTH	US	Registered	2019-08-16	88581880	2020-11-24	6206861	NA, Word
TRU EARTH	US	Pending	2021-02-26	90550200			NA, Word
TRU EARTH	WO	Registered	2021-08-23	1619100	2021-08-23	1619100	NA, Word
TRU EARTH & Design	AU	Pending	2021-02-25	2158802			TRU EARTH
TRU EARTH & Design	CA	Pending	2019-08-14	1980450			TRU EARTH
TRU EARTH & Design	CA	Pending	2021-02-23	2086656			TRU EARTH
TRU EARTH & Design	CH	Pending	2021-08-23	1619101*			TRU EARTH
TRU EARTH & Design	CN	Pending	2021-08-23	1619101*			TRU EARTH
TRU EARTH & Design	EM	Registered	2021-02-26	18409556	2021-09-19	18409556	TRU EARTH
TRU EARTH & Design	HK	Registered	2021-03-02	305549536	2021-03-02	305549536	TRU EARTH
TRU EARTH & Design	JP	Pending	2021-08-23	1619101*			TRU EARTH
TRU EARTH & Design	KR	Pending	2021-08-23	1619101*			TRU EARTH
TRU EARTH & Design	MX	Pending	2021-08-23	1619101*			TRU EARTH
TRU EARTH & Design	NZ	Registered	2021-03-02	1172206	2021-09-03	1172206	TRU EARTH
TRU EARTH & Design	SG	Registered	2021-03-04	40202104975V	2021-03-04	40202104975V	TRU EARTH
TRU EARTH & Design	UK	Registered	2021-02-24	UK00003600225	2021-09-17	UK00003600225	TRU EARTH
TRU EARTH & Design	US	Registered	2019-08-16	88581947	2020-11-24	6206862	TRU EARTH
TRU EARTH & Design	US	Pending	2021-03-01	90552586			TRU EARTH
TRU EARTH & Design	WO	Registered	2021-08-23	1619101	2021-08-23	1619101	TRU EARTH

* indicates International Registration Number, National Application Serial Number not yet assigned