

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM722882

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/31/2021
RESUBMIT DOCUMENT ID:	900674459

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MY PASSION MEDIA INC.		01/31/2022	Company:

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:	Company: BRITISH COLUMBIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	90976431	ECO-STRIPS

CORRESPONDENCE DATA

Fax Number: 6046777728
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.

Phone: 16046777727
Email: ustm@palmerip.com
Correspondent Name: Palmer IP Inc.
Address Line 1: 704-1478 West Hastings
Address Line 4: Vancouver BC, CANADA V6G 3J6

ATTORNEY DOCKET NUMBER:	1102-00-T05-US-DIV
NAME OF SUBMITTER:	Brent Capehart
SIGNATURE:	/BrentCapehart/
DATE SIGNED:	04/21/2022

Total Attachments: 4

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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

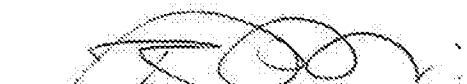
Kevin Hinton

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