

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM834009

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|---|--|------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| NSE Products, Inc. | | 08/23/2023 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | MyFavoriteThings, Inc. | | |
| Doing Business As: | DBA Mavely | | |
| Street Address: | 625 W Adams Street, Floor 18 | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60661 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 7095146 | EVERYDAY INFLUENCER | |
| Registration Number: | 7077132 | EVERYDAY INFLUENCER PLATFORM | |
| Registration Number: | 7095156 | MYSHOP | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8013453524 | | |
| <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: | 801-345-1000 | | |
| Email: | dbradley@nuskin.com | | |
| Correspondent Name: | Diana Bradley | | |
| Address Line 1: | 75 West Center Street | | |
| Address Line 4: | Provo, UTAH 84601 | | |
| NAME OF SUBMITTER: | Diana Bradley | | |
| SIGNATURE: | /dbradley/ | | |
| DATE SIGNED: | 08/23/2023 | | |
| Total Attachments: 3 | | | |
| source=Trademark Assignment Agreement NSEP to Mavely.docx#page1.tif | | | |
| source=Trademark Assignment Agreement NSEP to Mavely.docx#page2.tif | | | |
| source=Trademark Assignment Agreement NSEP to Mavely.docx#page3.tif | | | |

OP \$90.00 7095146

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of August 17, 2023, is made by NSE Products, Inc., a Delaware corporation, located at 75 W Center St., Provo, Utah 84601 ("**Assignor**"), in favor of Mavely, Inc., a Delaware corporation, located at 625 W Adams St, Chicago, Illinois 60661 ("**Assignee**"), the assignee of certain assets of Assignor pursuant to this agreement.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the trademark registrations set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing on or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for present and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

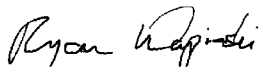
3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

5. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Utah, without giving effect to any choice or conflict of law provision or rule (whether of the State of Utah or any other jurisdiction).

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

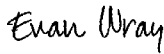
NSE PRODUCTS, INC.

By 
Name: Ryan Napierski
Title: Nu Skin Enterprises, President

Address for Notices:
75 W Center St.
Provo, UT 84601

AGREED TO AND ACCEPTED:

MAVELY, INC.

By 
Name: Evan Wray
Title: CEO

Address for Notices:
625 W Adams St
Chicago, IL 60661

SCHEDULE 1
ASSIGNED TRADEMARKS

Trademark Registrations

| Mark | Jurisdiction | Registration Number | Registration Date |
|---------------------------------|---------------------|----------------------------|--------------------------|
| MYSHOP | US | 97594927 | 06/27/2023 |
| EVERYDAY INFLUENCER | US | 97525740 | 06/27/2023 |
| EVERYDAY INFLUENCER PLATFORM | US | 97395315 | 06/06/2023 |