

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM794235

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Strive Live AB		02/24/2023	Aktiebolag: SWEDEN
RECEIVING PARTY DATA			
Name:	Strive Live, Inc.		
Street Address:	16192 Coastal Hwy		
City:	Lewes		
State/Country:	DELAWARE		
Postal Code:	19958		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6229324	STRIVE	
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:	6154690438		
Email:	randy@trusttree.com		
Correspondent Name:	Randy Michels		
Address Line 1:	798 Berry Road #41400		
Address Line 4:	Nashville, TENNESSEE 37204		
NAME OF SUBMITTER:	Randy Michels		
SIGNATURE:	/JRM/		
DATE SIGNED:	03/14/2023		
Total Attachments: 2			
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OP \$40.00 6229324

TRADEMARK ASSIGNMENT

WHEREAS, Strive Live AB, a Swedish aktiebolag, with an address of Saldo Redovisning, Folkungagatan 108, Stockholm Sweden 11630 (“Assignor”) adopted and owns the trademark identified in Schedule A hereto (the “Trademark”) and has used the Trademark in U.S. interstate commerce for the goods/services shown in the U.S. registration identified in Schedule A hereto;

WHEREAS, Strive Live, Inc., a Delaware corporation, with an address of 16192 Coastal Hwy, Lewes, Delaware 19958 (“Assignee”) desires to acquire the Trademark and the registration identified in Schedule A hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms the sale, assignment, and transfer to Assignee of all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the registration identified in Schedule A hereto, and all rights and causes of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue and recover for past infringement, and to receive all damages, payments and costs and fees associated therewith.


Dated: 02/24/2023

ASSIGNOR



Andreas Grenthe, Owner

SCHEDULE A

Mark	Reg. No.	Goods/Services
STRIVE 	6229324	“Downloadable software in the nature of a mobile application for organizing and modifying data and information for use in personal development” in Class 9