How can I active products from the trial to the full version, that I just purchased from the Reallusion Hub?

You may click "Activate Product", and the Reallusion Hub will lead you to uninstall the trial version. Once the uninstallation process finishes, then you need to click on "Activate Product" again, and the Reallusion Hub will start to download and install the full version.

Reallusion FAQ

https://kb.reallusion.com/General/52653/How-can-I-active-products-from-the-trial-to-the-full-version-that