

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352307

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ArcSoft, Inc.		08/13/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hangzhou Danghong Technology Co., Ltd.		
Street Address:	B2010 Room (North), Building 1, 368 Liuhe Rd., Binjiang Dist.		
City:	Hangzhou		
State/Country:	CHINA		
Entity Type:	CORPORATION: CHINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4516235	ARCVVIDEO	
Registration Number:	3796877	SIMHD	
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:	510-440-9901		
Email:	cleung@arcsoft.com		
Correspondent Name:	Carol Leung		
Address Line 1:	46601 Fremont Blvd		
Address Line 4:	Fremont, CALIFORNIA 94538		
NAME OF SUBMITTER:	Carol Leung		
SIGNATURE:	/Carol Leung/		
DATE SIGNED:	08/21/2015		
Total Attachments: 3			
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OP \$65.00 4516235

TRADEMARK ASSIGNMENT

THIS AGREEMENT is made this 13th day of August, 2015, by and between ArcSoft, Inc. ("Assignor"), whose business address is 46601 Fremont Blvd., Fremont, California 94538 and Hangzhou Danghong Technology Co., Ltd. ("Assignee"), whose business address is B2010 Room (North), Building 1, 368 Liuhe Road, Binjiang District, Hangzhou, P.R. China.

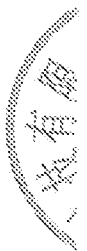
WHEREAS, the Assignor is the owner of all rights in and to the following trademark (the "Mark"), the application and registration therefor, and the goodwill of the business symbolized by the Mark:

Trademark	U.S. Trademark Registration Number
ArcVideo	4516235
SimHD	3796877

WHEREAS, the Assignor desires to transfer and assign the above-mentioned Mark, the trademark registration and file therefor, and the goodwill of the business symbolized by the Mark to Assignee;

NOW, THEREFORE, in consideration of the mutual promises, covenants, warranties, and other good and valuable consideration set forth herein, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignee, its successors, representatives and assigns, all right, title and interest in the above-mentioned Mark, and the goodwill of the business symbolized by the Mark; Assignor agrees to execute all papers useful in connection with the Marks, and generally to do everything possible to aid the Assignee, its successors, assigns and nominees, at their request and expense, in enforcing the Marks; and the Assignor requests the Commissioner of Trademark of the United States to record this assignment of all right, title and interest in the Marks to Assignee.
2. Consideration. This assignment of the Marks is pursuant to the IP Assignment, Transfer and License Agreement entered between ArcSoft, Inc. and Hangzhou Danghong Technology Co., Ltd. on June 15, 2015.
3. Assignor's Representations and Warranties. Assignor hereby represents and warrants that it is the sole owner of the Marks. Assignor further represents and warrants that it has the legal right and authority to execute this Agreement and to validly assign the entire interest in the Marks to Assignee. Assignor also represents and warrants that it has not executed any other agreement that would conflict with the terms of this Agreement, nor shall they execute any such agreement in the future.
4. Further Actions. Assignor hereby agrees to execute any further agreements and to take any further actions necessary to aid Assignee in perfecting its interest in the Marks and in enforcing any and all protections or privileges deriving from the Marks.



5. **Governing Law.** This Agreement shall be construed in accordance with, and governed in all respects by, the laws of the State of California, without regard to conflicts of law principles.
6. **Counterparts.** This Agreement may be executed in several counterparts, each of which shall constitute an original and all of which, when taken together, shall constitute one agreement.
7. **Severability.** If any part or parts of this Agreement shall be held unenforceable for any reason, the remainder of this Agreement shall continue in full force and effect. If any provision of this Agreement is deemed invalid or unenforceable by any court of competent jurisdiction, and if limiting such provision would make the provision valid, then such provision shall be deemed to be construed as so limited.
8. **Notice.** Any notice required or otherwise given pursuant to this Agreement shall be in writing and mailed certified return receipt requested, postage prepaid, or delivered by overnight delivery service, addressed as follows:

If to Assignor:

Carol Leung
ArcSoft, Inc.
46601 Fremont Blvd.
Fremont, CA 94538

If to Assignee:

Yanlong Sun
Hangzhou Danghong Technology Co., Ltd.
B2010 Room (North), Building 1
368 Liuhe Road
Binjiang District, Hangzhou, P.R. China

9. **Headings.** The headings for sections herein are for convenience only and shall not affect the meaning of the provisions of this Agreement.
10. **Entire Agreement.** This Agreement constitutes the entire agreement between Assignor and Assignee, and supersedes any prior understanding or representation of any kind preceding the date of this Agreement. There are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Agreement.



IN WITNESS WHEREOF, the parties have caused this Agreement to be executed the day and year first above written.

ASSIGNOR

ARCSOFT, INC.

[Signature]
Signature
Carl Leung
Print Name
Legal Counsel
Title

WITNESSED:
[Signature]
Signature
Aug 14, 15
Date
Xiaoyan Jin
Type or print name of witness

ASSIGNEE

HANGZHOU DANGHONG TECHNOLOGY CO., LTD.

[Signature]
Signature
YALING SUN
Print Name
GM
Title

WITNESSED:
[Signature]
Signature
LIU JIAN
Date
2015.8.15
Type or print name of witness

