

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM419359

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beijing Jingdong Financial Technology Holding Co., Ltd.		03/10/2017	Corporation: CHINA
RECEIVING PARTY DATA			
Name:	BEIJING JINGDONG 360 DU E-COMMERCE LTD.		
Street Address:	RM 222, FLOOR 2, BUILDING C, NO.18, KECHUANG 11 STREET		
Internal Address:	BEIJING ECONOMIC & TECHNOLOGICAL DEVELOPMENT ZONE		
City:	Beijing		
State/Country:	CHINA		
Entity Type:	Limited Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87220935	JD FINTECH	
CORRESPONDENCE DATA			
Fax Number:	2125939175		
<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:	212-980-0120		
Email:	pto@fkks.com		
Correspondent Name:	Frankfurt Kurnit Klein & Selz PC		
Address Line 1:	488 Madison Avenue		
Address Line 2:	Attn.: Trademark Department		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Matthew Bart		
SIGNATURE:	/Matthew Bart/		
DATE SIGNED:	03/13/2017		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

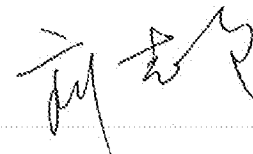
WHEREAS, Beijing Jingdong Financial Technology Holding Co., Ltd., a Chinese Corporation, with an address Room 221, 2nd Floor, Building C, No. 18 Kechuang 11 Street, Yizhuang Economic And Technological Development Zone, Daxing District, Beijing, The People's Republic Of China ("Assignor"), owns all right, title and interest in and to the trademark and trademark application listed in the attached Schedule A (the "Trademark(s)").

WHEREAS, BEIJING JINGDONG 360 DU E-COMMERCE LTD., a Chinese Limited Company, with an address of Room 222, Floor 2, Building C, No. 18, Kechuang 11 Street, Beijing Economic And Technological Development Zone, Beijing, China ("Assignee") is desirous of acquiring the entire right, title and interest in, and to and under the Trademark.

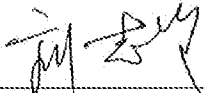
WHEREAS, Assignor hereby covenants and agrees that the Assignor has full right to convey the entire interest herein assigned, and that the Assignor has not executed, and will not execute, any agreement in conflict herewith.

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, the Assignor does hereby assign, sell, transfer and set over to Assignee its entire right, title and interest in, to and under the Trademark, together with the goodwill of the business symbolized by the Trademark and all income, royalties and damages now and hereafter due and/or payable to Assignor, along with the right to sue for past, present and future infringements, in and to all the Trademark, and the application thereof, set forth on the attached Schedule A.

IN TESTIMONY WHEREOF, Assignor has caused this Trademark Assignment to be duly executed by its duly authorized officer on the date set forth below.



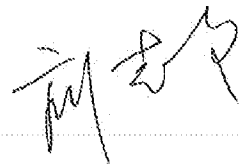
ASSIGNOR: Beijing Jingdong Financial Technology Holding Co., Ltd.

By 

Name: 刘志坚 Zhijian LIU

Title: Head of Legal, Internal Control & Compliance Department

Date: March 10, 2017



SCHEDULE A

Trademark	Application Number	Application Date
JD FINTECH	87/220,935	10/31/2016

Handwritten signature