

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM419548

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	limited company: CHINA
RECEIVING PARTY DATA			
Name:	BEIJING JINGDONG 360 DU E-COMMERCE LTD.		
Street Address:	Room 222, Floor 2, Building C, No. 18, Kechuang 11 Street, Beijing Economic and Technological Development Zone		
City:	Beijing		
State/Country:	CHINA		
Entity Type:	Limited Liability Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87126235	JD FINANCE	
CORRESPONDENCE DATA			
Fax Number:	7032058050		
<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:	7032058000		
Email:	mailroom@bskb.com, phila.ly@bskb.com		
Correspondent Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
ATTORNEY DOCKET NUMBER:	0579-0681US1		
DOMESTIC REPRESENTATIVE			
Name:	Birch, Stewart, Kolasch & Birch, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
NAME OF SUBMITTER:	James M. Slattery		
SIGNATURE:	/James M. Slattery/		
DATE SIGNED:	03/13/2017		

OP \$40.00 87126235

Total Attachments: 1

source=Assignment 87126235#page1.tif

TRADEMARK

ASSIGNMENT

WHEREAS, **BEIJING JINGDONG FINANCIAL TECHNOLOGY HOLDING CO., LTD.**, a limited company of CHINA (hereinafter Assignor), having a place of business at Room 221, 2nd Floor, Building C, No. 18 Kechuang 11 Street, Yizhuang, Economic and Technological Development Zone, Daxing District, Beijing, CHINA is the owner of Trademark Application No. 87/126,235, filed on August 3, 2016, for the mark **JD Finance**, in the U.S. Patent and Trademark Office; and

WHEREAS, **BEIJING JINGDONG 360 DU E-COMMERCE LTD.**, a limited liability company of CHINA (hereinafter Assignee), having a place of business at Room 222, Floor 2, Building C, No. 18, Kechuang 11 Street, Beijing Economic and Technological Development Zone, Beijing, CHINA, is desirous of acquiring said application;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said application, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

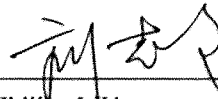
IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

ASSIGNOR:

BEIJING JINGDONG FINANCIAL TECHNOLOGY HOLDING CO., LTD.

Date March 10, 2017

By



Name 刘志坚 Zhijian LIU

Title Head of Legal, Internal Control & Compliance Department

WITNESS:

Date March 10, 2017

By

Wang Kifer

Signature