

## TRADEMARK ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

ETAS ID: TM439992

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BEIJING JINGDONG CENTURY TRADING CO., LTD.		08/01/2017	limited company: CHINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beijing Jingdong 360 Du E-Commerce Ltd.		
<b>Street Address:</b>	Room B186, Bldg. 2, No. 99, Kechuang 14 St.		
<b>Internal Address:</b>	Beijing Economic & Tech. Development Zone		
<b>City:</b>	Beijing		
<b>State/Country:</b>	CHINA		
<b>Postal Code:</b>	100176		
<b>Entity Type:</b>	limited company: CHINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87285448	JOYBUY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6178327000		
<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>			
<b>Phone:</b>	617 832 3018		
<b>Email:</b>	ustrademark@foleyhoag.com		
<b>Correspondent Name:</b>	Joshua S. Jarvis, Esq.		
<b>Address Line 1:</b>	155 Seaport Blvd.		
<b>Address Line 2:</b>	Foley Hoag LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02210-2600		
<b>NAME OF SUBMITTER:</b>	Joshua S. Jarvis		
<b>SIGNATURE:</b>	/joshuasjarvis/		
<b>DATE SIGNED:</b>	08/21/2017		
<b>Total Attachments: 1</b>			
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TRADEMARK ASSIGNMENT

This Assignment is made by BEIJING JINGDONG CENTURY TRADING CO., LTD. ("Assignor"), a Chinese limited company, with a business address at Room 201, Floor 2, Building C, No. 18, Kechuang 11 Street, Beijing Economic & Tech Development Zone, Beijing, CHINA, to Beijing Jingdong 360 Du E-Commerce Ltd. ("Assignee"), a Chinese limited company with a business address at Rm B186, Bldg. 2, No. 99, Kechuang 14 St, Beijing Economic & Tech Development Zone, Beijing, CHINA.

WHEREAS, Assignor is the owner of the U.S. trademark JOYBUY & Design, along with U.S. federal trademark application, Application Serial No. 87/285,448 (collectively, the "Mark"); and

WHEREAS, Assignor wishes to assign the Mark to Assignee.

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the Application, together with the goodwill of the business connected with the use of and symbolized by the Mark, and the right to sue and recover for past infringement of the Mark.

Date: August 1, 2017

Assignor:

BEIJING JINGDONG CENTURY TRADING CO., LTD.

By: 

Yu Long

Chief Human Resources Officer & General Counsel

Assignee:

BEIJING JINGDONG 360 DU E-COMMERCE LTD.

By: 

Yu Long

Chief Human Resources Officer & General Counsel