

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM450969

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Genal Strap, Inc.		10/25/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Advance Bright, Ltd.		
Street Address:	63 Wing Hong Street		
Internal Address:	Unit 5, 15/F, Global Gateway Tower		
City:	Cheung Sha Wan		
State/Country:	HONG KONG		
Entity Type:	Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87256032	YE!!	
Serial Number:	87256036	YE!! INSPIRE YOU ALWAYS	
CORRESPONDENCE DATA			
Fax Number:	6509892131		
<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:	650 965-8731		
Email:	trademarks@legalforce.com		
Correspondent Name:	Ruth Khalsa		
Address Line 1:	446 E Southern Ave		
Address Line 4:	Tempe, ARIZONA 85282		
ATTORNEY DOCKET NUMBER:	471112		
NAME OF SUBMITTER:	Ruth Khalsa		
SIGNATURE:	/Ruth Khalsa/		
DATE SIGNED:	11/15/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement ("ASSIGNMENT") is executed on this 25th day of October 2017 by Genal Strap, Inc., a New York Corporation with its principal place of business at 5809 Foster Avenue, Brooklyn, New York 11234 ("ASSIGNOR").

IN FAVOR OF

Advance Bright, Ltd., a Hong Kong Limited Company with its principal place of business at Unit 5, 15/F., Global Gateway Tower, 63 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong S.A.R ("ASSIGNEE").

WHEREAS, the Assignor is the lawful owner of all right, title and interest in the Trademarks listed at Exhibit A, which are registered with the United States Patent and Trademark Office, and in which the Assignor has built up source recognition and goodwill with respect to these Trademarks and the businesses connected with and symbolized by the Trademarks;

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Trademarks;

AND WHEREAS, Assignee desires to assume all right, title and interest in and to the Trademarks;

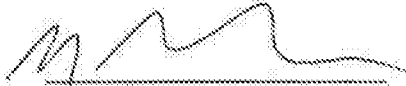
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and the undersigned Parties intending to be legally bound by this Assignment, Assignor and Assignee hereby agree as follows:

Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire right, title, and interest in the United States registered Trademarks listed at Exhibit A, along with the goodwill attached to the businesses connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, and the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made. ✍

IN WITNESS WHEREOF, the Parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

ASSIGNEE


Genal Strap, Inc.


Advance Bright Ltd.



✍ I will RECOVER all costs associated with the filing - 

EXHIBIT A

Trademark	Type of Mark	Serial No.	Date of Filing	Status
YE!!	Standard Character Mark	87256032	December 2, 2016	
	LOGO Mark	87256036	December 2, 2016	

Handwritten signature or initials

Handwritten signature or initials