

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM457914

<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>
Chung Incorporated DBA Superior Trading Company		01/01/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MBM Holdings, LLC		
<b>Street Address:</b>	835 Washington Street		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94108		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 18</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0990011	SUPERIOR	
<b>Registration Number:</b>	1132800	HEAVEN	
<b>Registration Number:</b>	1132807	HEAVEN	
<b>Registration Number:</b>	1154456	HEAVEN	
<b>Registration Number:</b>	1373350	DRAGON BALM	
<b>Registration Number:</b>	1763082		
<b>Registration Number:</b>	1781647		
<b>Registration Number:</b>	1782372	SUPERIOR	
<b>Registration Number:</b>	1900292		
<b>Registration Number:</b>	1923270		
<b>Registration Number:</b>	1931332		
<b>Registration Number:</b>	1946552		
<b>Registration Number:</b>	1973646	RED PANAX GINSENG EXTRACTUM	
<b>Registration Number:</b>	2028560	ELEUTHERO GINSENG EXTRACT ORAL LIQUID	
<b>Registration Number:</b>	2278719	RENSHENWANGJIANG	
<b>Registration Number:</b>	2716856	SUPERIOR	
<b>Registration Number:</b>	2793406		
<b>Serial Number:</b>	87544309		

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**CORRESPONDENCE DATA****Fax Number:**

*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.*

**Email:** ipfilings@hansonbridgett.com, rzerounian@hansonbridgett.com**Correspondent Name:** Raffi V. Zerounian**Address Line 1:** 425 Market Street, Floor 26**Address Line 4:** San Francisco, CALIFORNIA 94105

<b>ATTORNEY DOCKET NUMBER:</b>	32920.1
<b>NAME OF SUBMITTER:</b>	Raffi V. Zerounian
<b>SIGNATURE:</b>	/RVZ/
<b>DATE SIGNED:</b>	01/12/2018

**Total Attachments: 2**

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Trademark Assignment

Trademark Assignment ("Assignment") is made and entered into as of the latest day signed below by and between Chung Incorporated DBA Superior Trading Company, a California corporation whose address is 837 Washington Street, San Francisco, California 94108 ("Assignor"), and MBM Holdings, LLC, a California limited liability company whose address is 835 Washington Street, San Francisco, California 94108 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and service marks listed in Exhibit 1 (the "Trademarks")

WHEREAS, Assignee has agreed to acquire all rights, title and interest in and to the Trademarks;

NOW, THEREFORE, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the Trademarks, together with the goodwill of and the business symbolized by the Trademarks, and with the portion of Assignor's business to which the Trademarks pertain, and all rights of action and claims for past infringements thereof.

Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to the Trademarks.

CHUNG INCORPORATED DBA  
SUPERIOR TRADING COMPANY

MBM HOLDINGS, LLC

By:  \_\_\_\_\_

By:  \_\_\_\_\_

Name: Burk Chung

Name: Michael Chung

Its: Chairman

Its: President

Date: 8/31/17

Date: 8/31/17

**Exhibit 1**

**U.S. Trademarks**

Registration No. 990,011	SUPERIOR & design
Registration No. 1,132,800	HEAVEN & design
Registration No. 1,132,807	HEAVEN & design
Registration No. 1,154,456	HEAVEN & design
Registration No. 1,373,350	DRAGON BALM
Registration No. 1,763,082	Chinese characters ("Gum San") design
Registration No. 1,781,647	Bee and honeycomb design
Registration No. 1,782,372	SUPERIOR & Design
Registration No. 1,900,292	Chinese characters ("Gum San Pai") design
Registration No. 1,923,270	Asian Illustration design
Registration No. 1,931,332	Chinese characters ("Wu Jia Shen Jing") & flower design
Registration No. 1,946,552	Chinese characters ("Ginseng Honey Extract") & design
Registration No. 1,973,646	RED PANAX GINSENG EXTRACTUM & design
Registration No. 2,028,560	ELEUTHERO GINSENG EXTRACT ORAL LIQUID & design
Registration No. 2,278,719	RENSHENWANGJIANG & bee and honeycomb design
Registration No. 2,716,856	SUPERIOR & design
Registration No. 2,793,406	Chinese characters ("Sanshedan Chuanbei Ye") & design
Application No. 87/544,309	Chinese Characters ("Bao Qian Chang") design