

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469984

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NewGen Silicon Valley Venture LLC		04/13/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Shanghai New Gen Venture Management Company Limited		
Street Address:	1-C, 386 Yongjia Rd., Xuhui District		
City:	Shanghai		
State/Country:	CHINA		
Postal Code:	200031		
Entity Type:	Limited Company: CHINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5280617	NEWGEN	
Registration Number:	5295328	NEWGEN VENTURE PARTNERS	
Serial Number:	87396842	NEWGEN	
CORRESPONDENCE DATA			
Fax Number:	6507986701		
<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:	650-798-6700		
Email:	pltrademarks@klgates.com, kim.campos@klgates.com		
Correspondent Name:	Britt L. Anderson		
Address Line 1:	620 Hansen Way		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	1403284.00002		
NAME OF SUBMITTER:	Britt L. Anderson		
SIGNATURE:	/Britt L. Anderson/		
DATE SIGNED:	04/16/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, NewGen Silicon Valley Venture LLC, a Delaware limited liability company with an address of 624 University Avenue, Palo Alto, California 94301 (hereinafter, “**Assignor**”) owns all right, title, and interest in and to the trademarks NEWGEN and NEWGEN VENTURE PARTNERS, information on which is provided directly below, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolized by said trademark (hereinafter, “**Marks**”);

WHEREAS, the Marks consist of:

(i) United States Reg. No. 5,280,617 for the standard character mark NEWGEN registered in connection with “Venture capital financing; Venture capital fund management; Venture capital advisory services; Venture capital services, namely, providing financing to emerging and start-up companies; Providing venture capital, development capital, private equity and investment funding” in International Class 036, with a claimed first use date for these services of February 28, 2015;

(ii) United States Reg. No. 5,295,328 for the standard character mark NEWGEN VENTURE PARTNERS registered in connection with “Venture capital financing; Venture capital fund management; Venture capital advisory services; Venture capital services, namely, providing financing to emerging and start-up companies; Providing venture capital, development capital, private equity and investment funding” in International Class 036, with a claimed first use date for these services of February 28, 2015; and

(iii) United States App. Ser. No. 87/396,842 for the standard character mark NEWGEN applied for in connection with “Management and operation assistance to commercial businesses excluding business management services in the field of on-site and remote managerial and professional systems analysis to the financial services, image management, computer software and client server industries; business organization and management consulting excluding consulting in the field of on-site and remote managerial and professional systems analysis to the financial services, image management, computer software and client server industries; business consulting services excluding consulting in the field of on-site and remote managerial and professional systems analysis to the financial services, image management, computer software and client server industries” in International Class 035 on an intent-to-use basis.

WHEREAS, in consideration for certain other agreements between Assignor and Assignee, Assignor has agreed to transfer rights and all goodwill in the Marks to Shanghai New Gen Venture Management Company Limited, a Chinese entity, with an address of 1-C, 386 Yongjia Road, Xuhui District, Shanghai, China 200031 (hereinafter, “**Assignee**”);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, all right,

title, and interest in and to the Marks, including all common law rights together with the goodwill of the business symbolized by the Marks and all causes of action for infringement of the Marks.

4/13/2018
Dated as of _____, 2018

By: 
Name: Lu Zhang Lu Zhang
Title: Director, Partner

NewGen Silicon Valley Venture LLC