

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM476688

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 Century Trading Co., Ltd.		06/04/2018	Limited Company: CHINA
RECEIVING PARTY DATA			
Name:	Beijing Jingdong 360 Du E-Commerce Ltd.		
Street Address:	No. 18 Kechuang 11 St.,		
Internal Address:	Room 222, Floor 2, Building C		
City:	Beijing		
State/Country:	CHINA		
Entity Type:	Limited Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87119890	JOYBUY	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<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:	2129499022		
Email:	fterranella@lawabel.com		
Correspondent Name:	Lawrence E. Abelman		
Address Line 1:	666 3rd Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Lawrence E. Abelman		
Address Line 1:	666 3rd Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Frank Terranella		
SIGNATURE:	/ft/		
DATE SIGNED:	06/05/2018		

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Total Attachments: 2

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ASSIGNMENT

WHEREAS, BEIJING JINGDONG CENTURY TRADING CO., LTD., a limited company under the laws of China with an address of Building C, Floor 2, Room 201, No. 18, Kechuang 11 Street, Beijing, China, (hereinafter called the ASSIGNOR) is the owner of the following trademark and has applied to register the mark in the United States Patent and Trademark Office:

Trademark

Application Number

joybuy

87119890

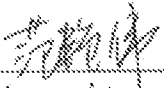
AND WHEREAS, BEIJING JINGDONG 360 DU E-COMMERCE LTD., a limited company under the laws of China with an address of Room 222, Floor2, Building C, No.18 Kechuang 11 Street, Beijing Economic & Tech Development Zone, Beijing, China (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and application for registration;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said Trademark and trademark application, together with that part of the ASSIGNOR's business (including the goodwill) connected with the use of and symbolized by the said trademark. This application is being assigned as part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060. This assignment is effective immediately.

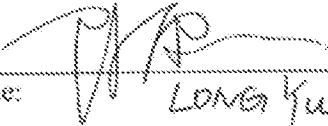
IN WITNESS WHEREOF, the ASSIGNOR and ASSIGNEE have signed this document below as of the 4th day of June, 2018 and agree to its recordal.

Assignor: BEIJING JINGDONG CENTURY
TRADING CO., LTD

Assignee: BEIJING JINGDONG 360 DU
E-COMMERCE LTD.

By: 
Name: FAN Yanwei

Title: Director of IP Department

By: 
Name: LONG Yu

Title: Chief Human Officer &
General Counsel