

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM492644

<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>
GSCM (HK) Limited		12/14/2017	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cobalt Fashion Holding Limited		
<b>Street Address:</b>	Vistra Corporate Services Centre, Wickhams Cay II Road Town		
<b>City:</b>	Tortola,		
<b>State/Country:</b>	VIRGIN ISLANDS, BRITISH		
<b>Postal Code:</b>	VG1110		
<b>Entity Type:</b>	Corporation: VIRGIN ISLANDS, BRITISH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87605599	LOVE Ü ... ALWAYS	
<b>Serial Number:</b>	87605341	LOVE Ü ... ALWAYS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7037392815		
<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>Email:</b>	iprecordals@cpaglobal.com		
<b>Correspondent Name:</b>	CPA GLOBAL LIMITED		
<b>Address Line 1:</b>	LIBERATION HOUSE		
<b>Address Line 2:</b>	CASTLE STREET		
<b>Address Line 4:</b>	ST HELIER, JERSEY JE1 1BL		
<b>NAME OF SUBMITTER:</b>	HEIDI WHITTINGHAM		
<b>SIGNATURE:</b>	/IPR/MLA/Li & Fung/P2/2TM/ScheduleE/		
<b>DATE SIGNED:</b>	10/04/2018		
<b>Total Attachments: 2</b>			
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source=Schedule E doc#page2.tif			

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USA

ASSIGNMENT

WHEREAS, GSCM (HK) Limited ("ASSIGNOR"), a Corporation organized under the laws of British Virgin Islands, with a place of business at 4/F Hong Kong Spinners Industrial Building, Phases I & II, 800 Cheung Sha Wan Road, Kowloon, Hong Kong, owns the United States trademark registrations ("Registrations") and the United States trademark applications ("Applications") listed on the attached Schedule; and

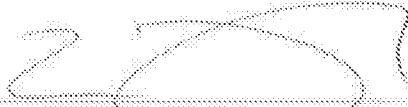
WHEREAS, Cobalt Fashion Holding Limited ("ASSIGNEE"), a Corporation organized under the laws of British Virgin Islands, with a place of business at Vistra Corporate Services Centre, Wickhams Cay II, Road Town, Tortola, VG1110, BVI, desires to acquire all rights to the Marks, the Registrations, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto ASSIGNEE, all rights to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of ASSIGNEE, its successors, assigns, and legal representatives.

This Assignment is deemed to have become effective as from: 14<sup>th</sup> December 2017

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by its duly authorized officer or representative, as the date(s) written below.

ASSIGNOR: GSCM (HK) Limited



Name:

Title:

Date: 27 Sept 18

Ian Doyle  
Authorized Signatory

ASSIGNEE: Cobalt Fashion Holding Limited



Name:

Title:

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Nicola Watts Giben  
Authorized Signatory

Date:

Schedule

Country	IP Registration Number	IP Name
US	87605599	LOVE U ALWAYS logo
US	87605341	LOVE U... ALWAYS