

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509991

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dotti, Inc.		01/29/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Novo Fashion Limited		
Street Address:	Unit 511, APEC Plaza, 49 Hoi Yuen Rd		
City:	Kwun Tong, Kowloon		
State/Country:	HONG KONG		
Entity Type:	Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4502666	DOTTI COVER UP IN STYLE.	
Registration Number:	1774276	DOTTI	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	314-480-1500		
Email:	pto-sl@huschblackwell.com		
Correspondent Name:	Tara L. Allstun		
Address Line 1:	HUSCH BLACKWELL LLP		
Address Line 2:	190 Carondelet Plaza, Suite 600		
Address Line 4:	ST. LOUIS, MISSOURI 63105		
NAME OF SUBMITTER:	Tara L. Allstun		
SIGNATURE:	/Tara L. Allstun/		
DATE SIGNED:	02/13/2019		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, Dotti Inc., a California corporation ("Seller"), hereby irrevocably assigns, transfers, sets over and conveys to Novo Fashion Limited, a Hong Kong limited company ("Buyer"), all of Seller's entire right, title and interest in and to the below-identified trademarks, including the trademark registrations thereof and the common law rights pertaining thereto (the "Marks"), and to goodwill of the business symbolized thereby. The Marks are listed on the attached Exhibit A to the Trademark Assignment.

The Seller does hereby assign, transfer and convey, effective as of the date hereof, to Buyer, its successors, legal representative and assigns, all of the Seller's right, title and interest in and to the Marks (including without limitation the United States registrations therefor and all other registrations and applications for registration of such Marks in all jurisdictions worldwide), together with the goodwill of that portion of the Seller's business symbolized thereby, including without limitation, the right to petition, sue or otherwise seek and recover damages, profits and any other remedy for past, present and future infringement, dilution, conversion or misappropriation of, or other injury, offense, violation, breach of duty or wrong relating to the Marks, or any license, agreement, contract or other matter relating thereto and the right to receive royalties relating thereto. The Seller warrants that the Marks identified above are free and clear of any liens, pledges, security interests and encumbrances, and that it has the full and complete power and authority to sell, transfer and assign the Marks to Buyer.

The Seller hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and the appropriate officers of all other jurisdictions in which the Marks are registered or in which an application for registration of one or more of the Marks is

pending, to record the title of Buyer, its successors, legal representatives and assigns, as owner of all right, title and interest in and to the Marks, together with all goodwill of the business associated with and symbolized by the Marks, and to issue the Certificate of Registration resulting from any such application for registration of the Marks or renewal of the registrations of the Marks to Buyer, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The Seller agrees that it will execute and deliver, or cause to be executed and delivered, to Buyer or Buyer's legal representatives, any other or additional assignments, powers and other appropriate documentation, and provide Buyer with all reasonable additional assistance necessary to effectuate, validate and record the Assignment of the Marks to Buyer with the United States Patent and Trademark Office, and the appropriate agencies and offices of all jurisdictions in which the Marks are or may be registered or in which applications for registration of one or more of the Marks are pending, under the relevant laws of the United States or any other jurisdictions, within a reasonable time of execution hereof.

IN WITNESS WHEREOF, the undersigned has executed this assignment as of the 2nd day of January, 2019.

Dotti Inc.

Novo Fashion Limited

By: *Malina Chua*

By: _____

Name: *Malina Chua*

Name: _____

Title: *President*

Title: _____

pending, to record the title of Buyer, its successors, legal representatives and assigns, as owner of all right, title and interest in and to the Marks, together with all goodwill of the business associated with and symbolized by the Marks, and to issue the Certificate of Registration resulting from any such application for registration of the Marks or renewal of the registrations of the Marks to Buyer, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The Seller agrees that it will execute and deliver, or cause to be executed and delivered, to Buyer or Buyer's legal representatives, any other or additional assignments, powers and other appropriate documentation, and provide Buyer with all reasonable additional assistance necessary to effectuate, validate and record the Assignment of the Marks to Buyer with the United States Patent and Trademark Office, and the appropriate agencies and offices of all jurisdictions in which the Marks are or may be registered or in which applications for registration of one or more of the Marks are pending, under the relevant laws of the United States or any other jurisdictions, within a reasonable time of execution hereof.

IN WITNESS WHEREOF, the undersigned has executed this assignment as of the ___ day of January, 2019.

Dotti Inc.

By: _____

Name: _____

Title: _____

Novo Fashion Limited

By:  _____

Name: Chenan Ertuv

Title: President

EXHIBIT TO TRADEMARK ASSIGNMENT

<u>Trademark</u>	<u>Reg. No.</u>	<u>App. No.</u>	<u>Status</u>
DOTTI COVER UP IN STYLE	4502666	85773801	Registered
SANDS POINT	3280746	78722216	Cancelled
BEACH STAR	3286976	78722228	Cancelled
<i>Design Only</i>	2966071	76590990	Cancelled
WEAR ABOUTS	2771631	78138485	Cancelled
DOTTI	1774276	74244531	Registered and renewed
MARENA	1550235	73706039	Cancelled
SANDS POINT	1226035	73337184	Cancelled
CRACKERS BY GRAHAM	1011569	73004758	Expired