

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM537653

<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>
Guoyu Chen		08/20/2019	INDIVIDUAL: CHINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Guangzhou Hongyin E-commerce Co., Ltd.		
<b>Street Address:</b>	Room 2063, No. 20, Zhangmu Mountain, Cen Village, Tianhe District		
<b>City:</b>	Guangzhou		
<b>State/Country:</b>	CHINA		
<b>Postal Code:</b>	510000		
<b>Entity Type:</b>	Limited Liability Company: CHINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5742637	POP MART	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	445347386@qq.com		
<b>Correspondent Name:</b>	DEX SOU		
<b>Address Line 1:</b>	340 S LEMON AVE #8167		
<b>Address Line 4:</b>	WALNUT, CALIFORNIA 91789		
<b>NAME OF SUBMITTER:</b>	/Guoyu Chen/		
<b>SIGNATURE:</b>	/Guoyu Chen/		
<b>DATE SIGNED:</b>	08/22/2019		
<b>Total Attachments: 1</b>			
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OP \$40.00 5742637

ASSIGNMENT OF TRADEMARK

Whereas Guoyu Chen  
(name of assignor)

Of No.2,Unit 1,Pipagou Alley (Building 2,No.136),Jiangyang District Luzhou,Sichuan CHINA 646000  
(address)

Owens trademark reg# 5742637 or application # 5742637

Word Mark POP MART

Whereas Guangzhou Hongyin E-commerce Co., Ltd.  
(name of assignee)

of Room 2063, No. 20, Zhangmu Mountain, Cen Village, Tianhe District, Guangzhou china 510000  
(address)

Whereas, The Assignee desires to acquire from the Assignor all of Assignor's right, title and interest in and to the Trademark application and/or registration, together with the benefit of any use of the Trademark by the Assignor, and the goodwill of the business relations to the Trademark and to the wares or services associated with it, to hold unto the Assignee absolutely.

Now therefore, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

Trademark Assignment, the Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademark application and/or registrations, together with (i) the benefit of any use of the Trademark by the Assignor (ii) the goodwill of the business relations to the Trademark and to the wares or services associated with it, (iii) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademark(s) to hold unto the Assignee absolutely.

Guoyu Chen  
(Signature of assignor);

Name and Title of signatory  
if assignor is a corporation

8/20/2019  
Date of Execution