

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM543701

<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>
Dada Corporation		10/02/2019	Corporation: KOREA, REPUBLIC OF
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hexabill Corporation		
<b>Street Address:</b>	172, Yeoksam-ro, Gangnam-gu,		
<b>City:</b>	Seoul		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Postal Code:</b>	06248		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5850507	HEXABILL.COM	
<b>Registration Number:</b>	5866699	HEXABILL HEADWEAR	
<b>Serial Number:</b>	87903210	HEXA BILL	
<b>Registration Number:</b>	5821315		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7035185499		
<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>Phone:</b>	7035357360		
<b>Email:</b>	yshtrademarkgroup@ipfirm.com		
<b>Correspondent Name:</b>	Yoon S. Ham		
<b>Address Line 1:</b>	2318 Mill Road		
<b>Address Line 2:</b>	Suite 1400		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
<b>NAME OF SUBMITTER:</b>	Yoon S. Ham		
<b>SIGNATURE:</b>	/Yoon S. Ham/		
<b>DATE SIGNED:</b>	10/03/2019		
<b>Total Attachments: 3</b>			
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TRADEMARK ASSIGNMENT

This Assignment made this 2 day of October, 2019, from Dada Corporation, a corporation organized and existing under the laws of Republic of Korea, currently located at #172, Yeoksam-ro, Gangnam-gu, Seoul, 06248, Republic of Korea [hereinafter "Assignor"], to Hexabill Corporation, a corporation organized and existing under the laws of Republic of Korea, located at 172, Yeoksam-ro, Gangnam-gu, Seoul, 06248, Republic of Korea [hereinafter "Assignee"].

WHEREAS, the Assignor has adopted and used the trademark(s) as shown in appendix A attached herewith, and is the owner of record of the U.S. trademark registration(s) and application(s) as shown in appendix A attached herewith; and

WHEREAS, the Assignor and the Assignee desire that the Assignee own all the rights, title, and interest in and to said mark(s) and said U.S. trademark registration(s) and application(s) of the Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby sell, assign, set over and transfer to said Assignee, all the rights, title, and interest in and to the aforesaid mark(s), the aforesaid U.S. trademark registration(s) and application(s), together with the whole of the goodwill of the business symbolized by said marks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assignees or other legal representatives, as fully and entirely as it would have been held and enjoyed by the Assignor if

this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the aforesaid trademark and registrations, with the right to sue for and collect the same for its own use and behalf, and for the use and on behalf of its successors, assignees or other legal representatives.

IN TESTIMONY WHEREOF, said the Assignor has executed the foregoing instrument, this 2 day of October, 2019.

Dada Corporation

By: 

Name: Boo YI PARK

Title: CEO

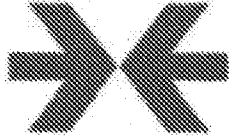
Atty Dkt # 122989-0003TM

# 122989-0004TM

# 122989-0005TM

# 122989-0006TM

Appendix A

Query	Trademark	Class	Appl. Filing Date	Appl. No.	Reg. Date	Reg. No.
1	Hexabill.com	025	02/20/2019	88/308,177	09/03/2019	5,850,507
2	Hexabill Headwear	025	02/20/2019	88/308,163	09/24/2019	5,866,699
3	HEXA BILL	025	05/02/2018	87/903,210		
4		025	01/18/2019	88/268,196	07/30/2019	5,821,315