

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shenzhen Nanchen Technology Co., Ltd.		11/11/2019	Limited Liability Company: CHINA
RECEIVING PARTY DATA			
Name:	Shenzhen Star A e-Commerce Co.,Ltd.		
Street Address:	Rm.703 Tongtai Mansion No.6259 Baoan Rd.		
Internal Address:	Baoan District		
City:	Shenzhen		
State/Country:	CHINA		
Postal Code:	518000		
Entity Type:	Limited Liability Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5708230	VILIMO	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	info@rongqh.cn		
Correspondent Name:	Zhang Dong		
Address Line 1:	Rm.703 Tongtai Mansion No.6259 Baoan Rd.		
Address Line 2:	Baoan District		
Address Line 4:	Shenzhen, CHINA 518000		
DOMESTIC REPRESENTATIVE			
Name:	Zareefa B. Flener		
Address Line 1:	77 West Washington Street		
Address Line 2:	Suite 800		
Address Line 4:	Chicago, ILLINOIS 60602		
NAME OF SUBMITTER:	Zhang Dong		
SIGNATURE:	/Zhang Dong/		
DATE SIGNED:	11/12/2019		

OP \$40.00 5708230

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereafter referred to as this "ASSIGNMENT") is made and entered into this 11th day of November, 2019, by and between **Shenzhen Nanchen Technology Co., Ltd.** having its registered office at **Hualijia Electronics Market, Room 1C71, Pinghu Street, Longgang District, Shenzhen CHINA** (hereinafter referred to as "ASSIGNOR") and **Shenzhen Star A e-Commerce Co., Ltd.** of **Rm.703 Tongtai Mansion No.6259 Baoan Rd, Baoan District Shenzhen China** (hereinafter referred to as "ASSIGNEE") with respect to US Registration Number **5708230** trademark **VILIMO** (hereinafter referred to as "MARK"); including, without limitation, all variations thereof and all associated applications and registrations.

1. For US\$ 100.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all rights, title, interest and goodwill throughout the world in perpetuity, including all statutory and common law rights, in and to the MARK, together with all goodwill symbolized by or otherwise associated with the MARK and the right to sue, make claims, and recover damages for any past, present or future infringement of the MARK; all of such rights, title, interest and goodwill to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this agreement not been made. Further, ASSIGNOR hereby expressly acknowledges that all of its uses of the MARK after the Effective Date of this ASSIGNMENT will inure to the sole and exclusive benefits of ASSIGNEE, its successors and assigns.

2. ASSIGNOR hereby represents, warrants and covenants that: (a) ASSIGNOR is the record owner of the MARK, (b) ASSIGNOR has not heretofore assigned, licensed or otherwise transferred the MARK, (c) ASSIGNOR has the power and authority to execute and deliver this ASSIGNMENT and has taken all action necessary to authorize the transactions contemplated hereby and thereby, (d) ASSIGNOR may lawfully and without violating any obligation to any third party sell, convey, transfer, assign and deliver to ASSIGNEE all right, title, interest and goodwill in and to the MARK, free and clear of all liens, pledges, security interests, restrictions, prior assignments and claims of any kind or rights owned by any third party.

3. ASSIGNEE will defend, indemnify and hold the ASSIGNOR, its officers, directors, equity holders, managers, agents and representatives harmless from and against any claim, suit, loss, damage, demands, injuries or expenses (including reasonable attorneys' fees and disbursements) arising out a breach of ASSIGNEE's representations, warranties, covenants and obligations or caused by merchandise produced by ASSIGNEE or an action by ASSIGNEE.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the Effective Date.

ASSIGNOR

Shenzhen Nanchen Technology Co., Ltd.

Zhu Zhaofeng President

Signature: *Zhu Zhaofeng*

11/11/2019

ASSIGNEE

Shenzhen Star A e-Commerce Co., Ltd.

Zhang Dong President

Signature: *Zhang Dong*

11/11/2019