

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM587034

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900551799		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Live.Me Inc.		05/26/2020	an Exempt Company with Limited Liability: CAYMAN ISLANDS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JoyInMe Pte. Ltd.		
<b>Street Address:</b>	3 Fraser Street, #05-25 Duo Tower		
<b>City:</b>	Singapore		
<b>State/Country:</b>	SINGAPORE		
<b>Entity Type:</b>	Limited Company: SINGAPORE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5846084	CHEEZ	
<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>Phone:</b>	415.655.1255		
<b>Email:</b>	lanej@gtlaw.com		
<b>Correspondent Name:</b>	Jie (Lisa) Li		
<b>Address Line 1:</b>	4 EMBARCADERO CENTER, SUITE 3000		
<b>Address Line 4:</b>	SAN FRANCISCO, CALIFORNIA 94111		
<b>ATTORNEY DOCKET NUMBER:</b>	171088-010061		
<b>NAME OF SUBMITTER:</b>	Jie (Lisa) Li		
<b>SIGNATURE:</b>	/Jie Li/		
<b>DATE SIGNED:</b>	07/16/2020		
<b>Total Attachments: 4</b>			
source=LiveMeJoyInMeCheezAssignment-SIGNED#page1.tif			
source=LiveMeJoyInMeCheezAssignment-SIGNED#page2.tif			
source=LiveMeJoyInMeCheezAssignment-SIGNED#page3.tif			



## BRAND ASSETS TRANSFER AND ASSIGNMENT OF TRADEMARKS

WHEREAS, Live.Me Inc., an Exempt Company with Limited Liability incorporated in the Cayman Islands, with an address of Office of Sertus Chambers, Governors Square, Suite # 5-204, 23 Lime Tree Bay Avenue, P.O. Box 2547, Grand Cayman, KY1-1104, Cayman Islands (the “Assignor”), has adopted, used, or intended to use the CHEEZ trademark as listed on the attached Exhibit A. The Assignor has either registered or applied to register as indicated in the official trademark registries of the countries indicated (the “Trademarks”); and

WHEREAS, JoyInMe Pte. Ltd., a Limited Company of Singapore, with an address of 3 Fraser Street, #05-25 Duo Tower, Singapore (189352) (the “Assignee”), is desirous of acquiring said Trademarks.

The Assignor wishes to assign to the Assignee and the Assignee accepts said Trademarks, effective May 26, 2020, and upon the terms and conditions herein.

### 1 Assignment

1.1 For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to the Assignee its entire right, title and interest in and to the following assets (the “**Business Assets**”):

(a) the Trademarks (as listed in the attached Exhibit A); together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

(b) the Assigned Contracts (as defined in the attached Exhibit B); and

(c) all rights and claims (whether known or unknown, matured or unmatured, contingent or accrued) against third parties resulting from, arising out of or otherwise with respect to any of the Business Assets, whether before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

**2 Further Assurances**

- 2.1 The Assignor shall take such actions as are required in order to effect the proper transfer of the right, title and interest in and to the Business Assets to the Assignee, including, upon the request by the Assignee, give all consents, execute and deliver all such documents, forms and authorizations as may be necessary or desirable to perfect the Assignee's right in the Business Assets, including but not limited to documents, forms and authorizations necessary or desirable to record the transfer with any relevant registration authority.
- 2.2 The Assignors will (1) deliver to the Assignee on request all certificates, title documents and records which are in their possession relating to the Business Assets; and (2) provide to the Assignee all other documents or information that the Assignee reasonably requests in relation to the Business Assets.
- 2.3 The Assignors will not challenge or oppose, or assist a person to challenge or oppose, Assignee's ownership of, rights in and use of Trademarks and any application or registration for Trademarks.

**3 Amendments**

- 3.1 This Agreement can only be amended, changed or modified by an instrument in writing duly executed by the Parties.

**4 Counterparts**


- 4.1 This Agreement may be executed in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement.

**5 Governing Law**

- 5.1 This Agreement is governed by the laws of Hong Kong. Each party irrevocably submits to the non-exclusive jurisdiction of courts exercising jurisdiction in Hong Kong.

ASSIGNOR


Live.Me Inc.

  
\_\_\_\_\_  
Yandan He

Title: CEO

ASSIGNEE

JoyInMe Pte. Ltd.

  
\_\_\_\_\_  
Yandan He

Title: Director

**Exhibit A – List of CHEEZ Trademarks**

<b>Country</b>	<b>Status</b>	<b>Application Number</b>	<b>Filed Date</b>	<b>Registration Date</b>	<b>Registration Number</b>
United States of America	Registered	87/566,281	2017-08-11	2019-08-27	5,846,084
European Union	Registered	017125659	2017-08-16	2017-12-18	017125659
Canada	Registered	1853023	2017-08-17	2019-11-18	TMA1063491
India	Registered	3613655	2017-08-16	2017-08-16	3613655
Indonesia	Application	DID2017044071	2017-09-13		
Taiwan	Application	106051850	2017-08-18	2018-04-01	0195372
Russian Federation	Refused	2017734047	2017-08-21	--	--
Brazil	Registered	913315460	2017-08-31	2018-12-11	913315460
Vietnam	Registered	4-2017-25865	2017-08-17	2019-12-06	339084

**Exhibit B – List of Assigned Contracts**

1. Coexistence Agreement signed by Live.Me In. and Cheeze Inc. dated October 29, 2018.