

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM606521

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shenzhen Hechuang Network Technology Co., Ltd.		10/15/2020	Limited Liability Company: CHINA
RECEIVING PARTY DATA			
Name:	BJMS, Inc.		
Street Address:	9600 Parkside Dr.		
City:	Knoxville		
State/Country:	TENNESSEE		
Postal Code:	37922-2201		
Entity Type:	Corporation: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5386430	JUDORA	
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>			
Phone:	6152386304		
Email:	trademarks@bonelaw.com		
Correspondent Name:	Paul W. Kruse		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 1600		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	002215-60800		
NAME OF SUBMITTER:	Paul W. Kruse		
SIGNATURE:	/Paul W. Kruse/		
DATE SIGNED:	11/03/2020		
Total Attachments: 3			
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OP \$40.00 5386430

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of October 15, 2020, by and among Shenzhen Hechuang Network Technology Co., Ltd., a Chinese Limited Liability Company, with an address at B404, 4/F, Qinghuaziguang Science Park No.13, Langshan Rd., Xili St., Nanshan Shenzhen CHINA (the "Assignor") and BJMS, Inc. with an address at 9600 Parkside Dr., Knoxville TENNESSEE 37922-2201 (the "Assignee"). Assignee is a Corporation of Tennessee.

1. Assignor wishes to assign all right, title and interest to the mark and registration set forth in SCHEDULE A hereto (the "Assigned Mark & Registration") in consideration of the sum of Seven Thousand Five Hundred and No/100 Dollars (\$7,500.00) in U.S. Dollars (the "Trademark Assignment Price") paid by Assignee to Assignor.

2. Assignor has all requisite power and authority to execute and deliver, and to perform all of its obligations under this Trademark Assignment, and transfer the Assigned Mark & Registration to Assignee pursuant to the terms of this Trademark Assignment, and the execution and delivery of this Trademark Assignment have been duly authorized by all necessary action on the part of Assignor. This Trademark Assignment is the binding obligation of Assignor, enforceable in accordance with its terms.

3. Assignor's execution, delivery, and performance of this Trademark Assignment will not result in a breach of any provision of (i) any statute, law, writ, order, rule, or regulation of any governmental authority applicable to Assignor; (ii) any judgment, injunction, decree, or determination applicable to Assignor; or (iii) any material contract, indenture, mortgage, loan agreement, note, lease, or other instrument by which Assignor may be bound or to which any of the assets of Assignor is subject.

4. Assignor is the sole owner of the Assigned Mark & Registration free and clear of any liens. Assignor has not pledged, assigned, hypothecated, or otherwise encumbered the Assigned Mark & Registration.

5. The Trademark Assignment Price shall be payable to Assignor promptly following the mutual execution and delivery of this Trademark Assignment. Assignor can choose to be paid by wire transfer or by check. If Assignor elects to be paid by some other means, any charges imposed by the bank or money transfer service will be deducted from the Trademark Assignment Price.

6. This Assignment shall be governed by and construed and enforced in accordance with the laws of the State of Tennessee.

7. This Assignment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. Counterpart signature pages to this Assignment transmitted by facsimile transmission, by electronic mail in portable document format (.pdf) or by any other electronic means intended to

preserve the original graphic and pictorial appearance of a document will have the same effect as physical delivery of the paper document bearing an original signature.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Assigned Mark & Registration, together with the good will of the business symbolized thereby, and the right (but not the obligation) to assert the Assigned Mark & Registration and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

Shenzhen Hechuang Network Technology Co., Ltd.

By: Jianshan Yan

Name: Jianshan Yan

Title: Director

BJMS, Inc.

By: Stephen E. Roth

Name: Stephen E. Roth

Title: Vice President & General Counsel

SCHEDULE A

Word Mark JUDORA
Goods IC 014, US 002 027 028 050, G & S: Alloys of precious metal; Amulets; Bracelets; Brooches; Cases adapted for holding watches; Chronometric instruments; Clocks and watches; Dials for clock-and-watch-making; Earrings; Jewelry; Jewelry cases; Necklaces; Paste jewelry; Platinum; Rings; Threads of precious metal; Watch chains; Works of art of precious metal; Wristwatches; Charms for key chains; Jewelry chains. FIRST USE: 20170601. FIRST USE IN COMMERCE: 20170601
Serial Number 87517181
Filing Date July 6, 2017
Registration Number 5386430
Registration Date January 23, 2018
Owner (REGISTRANT) Shenzhen Hochuang Network Technology Co., Ltd. LIMITED LIABILITY COMPANY CHINA B404, 4/F, Qinghuaziguang Science Park No.13, Langshan Rd., Xili St., Nanshan Shenzhen CHINA
Register PRINCIPAL
Live/Dead Indicator LIVE

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