

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM608661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KHH Enterprises LLC		11/13/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Kenric Hwang		
Street Address:	8744 E San Lucas Dr		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85258		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5165564	MAX AND NEO	
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:	6238891270		
Email:	kenric@kenric.net		
Correspondent Name:	Kenric Hwang		
Address Line 1:	8744 E San Lucas Dr		
Address Line 4:	Scottsdale, ARIZONA 85258		
NAME OF SUBMITTER:	Kenric Hwang		
SIGNATURE:	/Kenric Hwang/		
DATE SIGNED:	11/13/2020		
Total Attachments: 3			
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Trademark Assignment Agreement

This Trademark Assignment Agreement ("Assignment"), made effective as of the date set forth at the end of this document, is agreed to by and between the following parties:

KHH Enterprises LLC, a limited liability company, organized under the laws of the state of Arizona, ("Assignor"), having an address as follows:

*8744 E San Lucas Dr
Scottsdale, AZ 85258*

and Kenric Hwang, ("Assignee"), having an address as follows:

*8744 E San Lucas Dr
Scottsdale, AZ 85258*

RECITALS:

WHEREAS, Assignor is the owner of a mark (the "Mark") registered with the United States Patent and Trademark Office ("USPTO") with details as follows:

*Registration number: 5,165,564
Registration date: March 21st, 2017;*

WHEREAS, Assignee would like to acquire the rights, title, and/or interest in and to said Mark, as well as any trademarks granted for such in any foreign countries;

NOW, therefore, in consideration of the promises and covenants contained herein, as well as other good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged), Assignee and Assignor do hereby agree as follows:

Article 1: ASSIGNMENT:

Assignor hereby sells, assigns, transfers, and conveys to Assignee the whole and complete right, title, and interest in and to the Mark that has been or may be granted in the United States and any foreign countries, together with the goodwill of the business symbolized by the Mark. This Assignment includes any goodwill of any business relating to products or services on which the Mark has been used and for which it is registered. The Assignment also includes any and all royalties, income, or other such fees (which may include damages or fees for infringement) due or payable to Assignor regarding the Mark.

Under the terms of this Agreement, Assignee is specifically able to bring any actions for infringement of the Mark, even if the infringement took place before the executed date of this Assignment.

Assignor agrees to completely cease use of the Mark or any confusingly-similar Mark. Assignor will not challenge Assignee's rights in the Mark.

Article 2: COOPERATION:

Assignor agrees to cooperate with Assignee to the fullest extent possible in conveying the right, title and interest in and to the Mark. The cooperation referred to herein includes the prompt completion and execution of any papers necessary, including oaths, declarations, specifications or any other papers required to make good the complete conveyance of the Mark, as well as assistance in proceedings taking place before the USPTO or any foreign country.

Article 3: RECORDATION:

Assignor will be responsible for causing recordation with the USPTO, by submitting all documents necessary to transfer ownership of the Mark. Assignor authorizes Assignee to complete recordation, and the USPTO and any other government officials to record and register this Assignment.

Assignee will be responsible for paying all fees required to the USPTO for recordation.

Article 4: SUCCESSORS:

The rights and obligations under this Assignment will inure to the benefit and be binding upon any of Assignee's successors and assignees, as well as Assignor's.

Article 5: COUNTERPARTS:

This Assignment may be executed in counterparts, all of which shall constitute a single agreement between the parties. If the dates set forth at the end of this document are different, this Assignment is to be considered effective as of the date that both parties have signed the Assignment, which may be the later date.

Article 6: NO CONFLICT:

Assignor warrants and represents that Assignor is not a party to, or will not be a party to, any assignment, agreement or other contract in conflict with this Assignment.

Article 7: ENTIRE AGREEMENT:

This Assignment document constitutes the entire agreement between Assignor and Assignee and supersedes any prior or contemporaneous understandings, whether written or oral.

Article 8: HEADINGS:

Headings to this Assignment are for convenience only and shall not be construed to limit or otherwise affect the terms of this Assignment.

Article 9: JURISDICTION & GOVERNING LAW:

This Agreement shall be governed in all respects by the laws of the United States of America and the laws of the state of Arizona. Assignor and Assignee consent to jurisdiction under the state and federal courts within the state of Arizona.

IN WITNESS WHEREOF, the Assignor and Assignee have executed and delivered this Assignment:

KHH Enterprises LLC

Signature: [Handwritten Signature]
Date: 11/13/2020

Kenric Hwang

Signature: [Handwritten Signature]
Date: 11/13/2020

State of Arizona NOTARIZATION:

On the following date: November 13th, 2020, before me personally appeared the Assignor of this Assignment, namely, KHH Enterprises LLC. I am a Notary Public in and for said the state of Arizona and KHH Enterprises LLC is personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within the assignment and acknowledged that he/she/they executed the same.

WITNESS my hand and official seal:

Seal:  ALEXANDRA GUYER
Notary Public - Arizona
Maricopa County
Commission # 546874
My Comm. Expires 05-06-2022

Signature: [Handwritten Signature]