

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM667722

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pan Hanqian		08/09/2021	INDIVIDUAL: CHINA
Guo Lihong		08/09/2021	INDIVIDUAL: CHINA
RECEIVING PARTY DATA			
Name:	Dongguan Jihurong E-Commerce Co., Ltd.		
Street Address:	RM.205, No.74 Humen xinlian jiuxiang, Humen Town		
City:	Dongguan, Guangdong		
State/Country:	CHINA		
Entity Type:	limited company (Ltd.): CHINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	6379419	BLOOMLEY	
Registration Number:	6379361	OCTESO	
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:	826176885@qq.com		
Correspondent Name:	Dongguan Jihurong E-Commerce Co., Ltd.		
Address Line 1:	RM.205, No.74 Humen xinlian jiuxiang		
Address Line 2:	Humen Town		
Address Line 4:	Dongguan, Guangdong, CHINA		
NAME OF SUBMITTER:	Li Rongfei		
SIGNATURE:	/Li Rongfei/		
DATE SIGNED:	08/16/2021		
Total Attachments: 4			
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OP \$65.00 6379419

DEED OF ASSIGNMENT OF TRADE MARK

DATE: Aug 9, 2021

PARTIES:

(1)The "Assignor": Pan,Hanqian, a citizenship under the law of CHINA with an address of No. 64, Zhai Hou Village Nanfeng Town, Fengkai County Zhaoqing CHINA

(2)The "Assignee": Dongguan Jihurong E-Commerce Co., Ltd., a limited company (ltd.) under the law of CHINA with an address of RM.205, No.74 Humen xinlian jiuxiang, Humen Town, Dongguan, Guangdong CHINA

BACKGROUND:

- (A) The Assignor is the proprietor of the trade mark registration, the details of which are set out in the Schedule below and form part of this assignment ("the Trade mark"), and
- (B) The Assignor has agreed to assign all its right, title, interest and property in the Trade Mark, together with all ancillary rights relating thereto, including goodwill, to the Assignee upon the following terms.

OPERATIVE PROVISIONS:

1. In consideration of the sum of \$1.00 paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged), the Assignor hereby assigns with full title guarantee to the Assignee all rights, title, interest and property in the Trade Mark, together with the whole of the goodwill relating to the Trade Mark, the full and exclusive benefit thereof, all common law rights connected with the Trade Mark and any copyright which may subsist in the Trade Mark and all rights, privileges and advantages appertaining thereto, together with the right to recover and bring proceedings to recover damages and/or to obtain other remedies in respect of infringement of the Trade Mark, and other forms of protection relating to goodwill, whether committed before or after the date of this Assignment, to the intent that the Trade Mark shall be in the name of and shall vest in the Assignee together with the goodwill of the Assignor attaching to the Trade Mark TO HOLD the same onto the Assignee absolutely.

2. At the request and cost of the Assignee, the Assignor will execute and sign all such instruments, applications, deeds, documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee or its nominee to: (a) enjoy the full and exclusive benefit of the Trade Mark and of the property rights hereby assigned, (b) fully and effectively vest the same in the Assignee and (c) formally register the Assignee's title in the same at any relevant Trade Mark Office.
3. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective successors and assigns, as well as any subsidiary companies of the parties hereto.
4. The parties will co-operate and consult with one another in good faith, if necessary in the future to carry out the intent of this agreement.

IN WITNESS whereof the parties have executed this document on the date first above written.

SCHEDULE

<u>COUNTRY</u>	<u>TRADE MARK</u>	<u>OFFICIAL NUMBER</u>	<u>CLASS</u>
USA	Bloomley	6379419	9

EXECUTED AS A DEED,
For and on behalf of
Pan, Hanqian

(Signature)

Pan Hanqian

EXECUTED AS A DEED,
For and on behalf of
Dongguan Jihurong E-Commerce Co., Ltd.

(Signature)

Li Rongfei

DEED OF ASSIGNMENT OF TRADE MARK

DATE: Aug 9, 2021

PARTIES:

(1)The "Assignor": Guo, Lihong, a citizenship under the law of CHINA with an address of Yi mining area new city Junmin Road 3, 11 building 2 unit 8, Handan CHINA

(2)The "Assignee": Dongguan Jihurong E-Commerce Co., Ltd., a limited company (ltd.) under the law of CHINA with an address of RM.205, No.74 Humen xinlian jiuxiang, Humen Town, Dongguan, Guangdong CHINA

BACKGROUND:

- (A) The Assignor is the proprietor of the trade mark registration, the details of which are set out in the Schedule below and form part of this assignment ("the Trade mark"), and
- (B) The Assignor has agreed to assign all its right, title, interest and property in the Trade Mark, together with all ancillary rights relating thereto, including goodwill, to the Assignee upon the following terms.

OPERATIVE PROVISIONS:

1. In consideration of the sum of \$1.00 paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged), the Assignor hereby assigns with full title guarantee to the Assignee all rights, title, interest and property in the Trade Mark, together with the whole of the goodwill relating to the Trade Mark, the full and exclusive benefit thereof, all common law rights connected with the Trade Mark and any copyright which may subsist in the Trade Mark and all rights, privileges and advantages appertaining thereto, together with the right to recover and bring proceedings to recover damages and/or to obtain other remedies in respect of infringement of the Trade Mark, and other forms of protection relating to goodwill, whether committed before or after the date of this Assignment, to the intent that the Trade Mark shall be in the name of and shall vest in the Assignee together with the goodwill of the Assignor attaching to the Trade Mark TO HOLD the same onto the Assignee absolutely.

2. At the request and cost of the Assignee, the Assignor will execute and sign all such instruments, applications, deeds, documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee or its nominee to: (a) enjoy the full and exclusive benefit of the Trade Mark and of the property rights hereby assigned, (b) fully and effectively vest the same in the Assignee and (c) formally register the Assignee's title in the same at any relevant Trade Mark Office.
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SCHEDULE

<u>COUNTRY</u>	<u>TRADE MARK</u>	<u>OFFICIAL NUMBER</u>	<u>CLASS</u>
USA	octeso	6379361	9

EXECUTED AS A DEED,
For and on behalf of
Guo, Lihong

(Signature)

Guo Lihong

EXECUTED AS A DEED,
For and on behalf of
Dongguan Jihurong E-Commerce Co., Ltd.

(Signature)

Li Rongfei