

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM673127

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Itohkyuemon Co., Ltd.		08/31/2021	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	Kabushiki Kaisha Yamamotoyama (Yamamotoyama Co., Ltd.)		
Street Address:	5-1, 2-chome, Nihonbashi, Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	103-0027		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5020587	UJIDO THE PATH OF ZEN	
CORRESPONDENCE DATA			
Fax Number:	7034132220		
<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:	7034133000		
Email:	tmdocket@oblon.com		
Correspondent Name:	Brian B. Darville		
Address Line 1:	Oblon, McClelland, Maier & Neustadt, LLP		
Address Line 2:	1940 Duke Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
DOMESTIC REPRESENTATIVE			
Name:	Oblon, McClelland, Maier & Neustadt, LLP		
Address Line 1:	1940 Duke Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
NAME OF SUBMITTER:	Brian B. Darville		
SIGNATURE:	/Brian B. Darville/		
DATE SIGNED:	09/08/2021		
Total Attachments: 2			

OP \$40.00 5020587

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Agreement ("Agreement") is agreed to and entered into effective as of the last date of execution below ("Effective Date"), by and between:

Itohkyuemon Co., Ltd. , a corporation organized and existing under the laws of Japan having an address at 8550 W. Desert Inn Rd Ste 102-166 Las Vegas NEVADA 89117 ("Assignor"); and

Kabushiki Kaisha Yamamotoyama (Yamamotoyama Co., Ltd.), a corporation organized and existing under the laws of Japan, having its legal address at 5-1, 2-chome, Nihonbashi, Chuo-ku Tokyo 103-0027 JAPAN ("Assignee").

WHEREAS, Assignor represents and warrants that it owns all right, title and interest in and to the following trademark:

UJIDO THE PATH OF ZEN & Design
U.S. Reg. 5020587

all common law rights in the UJIDO THE PATH OF ZEN & Design trademark, the associated goodwill of the business associated with the mark, and U.S. Reg. 5020587, a copy of which is attached and hereby incorporated into this Agreement (hereinafter collectively the "Trademark");

Assignor wishes to assign all of its rights, title and interest in and to the Trademark, including all trademark and other rights in the Trademark and all associated goodwill to Assignee.

NOW THEREFORE, for \$10.00 and other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. **Agreement:** Assignor hereby sells, assigns, and transfers in perpetuity, all right (whether now known or hereinafter invented), title, and interest, throughout the world, to the Trademark, including but not limited to: (a) all trademarks in the Trademark and all goodwill of the business associated with the Trademark and any registrations and applications relating thereto and any renewals and extensions thereof; (b) all income, royalties, damages, claims and payments now or hereafter due or payable with respect to the Trademark; (c) all causes of action, either in law or in equity for past, present, or future infringement based on the Trademark; and (d) all rights corresponding to the foregoing throughout the world. During the legal term of the Trademark and thereafter, Assignee shall have the sole and exclusive right to produce, publish, copy, and use, the Trademark.
2. **ASSIGNOR'S REPRESENTATIONS:** Assignor represents and warrants that: (a) it is the sole owner of the Trademark; (b) it solely owns all rights, title and interest in and to the Trademark; (c) it has the power to enter into this Agreement; (d) it has not previously assigned, encumbered, transferred or pledged its rights, title and interest in

and to the Trademark to any other person or entity; and (e) the rights transferred in this Agreement are free of lien, encumbrance or adverse claim.

3. **CONTINUING OBLIGATIONS:** Assignor agrees to execute all papers and to perform such other proper acts as Assignee may deem necessary to secure or perfect for Assignee or its designee the rights herein assigned.
4. **INDEMNIFICATION:** Assignor agrees to indemnify the Assignee in respect of claims made against Assignee by third parties for trademark infringement or unfair competition related to publication or use of the Trademark.
5. **BINDING EFFECT:** The covenants and conditions contained in this Agreement shall apply to and bind Assignor and Assignee and their respective heirs, legal representatives, successors and permitted assigns.
6. **GOVERNING LAW:** This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia, excluding its choice of law provisions.

This Agreement is and shall be effective as of the Effective Date.

IN WITNESS WHEREOF, the parties hereto have caused their duly authorized officers to execute this Agreement as of the date indicated below.

ASSIGNOR:

Itohkyuemon Co., Ltd.

By: Keji Kitamura

Title: President

Date: August 31st, 2021

ASSIGNEE:

Kabushiki Kaisha Yamamotoyama
(Yamamotoyama Co., Ltd.)

By: Keichiro Yamamoto

Title: President

Date: September 6th 2021