

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM675101

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guangzhou Biaodian Information Technology Co., Ltd.		09/13/2021	limited company (Ltd.): CHINA
RECEIVING PARTY DATA			
Name:	Hangzhou Dingdong E-Commerce Co., Ltd.		
Street Address:	Room 526, Building 4, Wanguanghui Business Center, Gongshu District, Hangzhou City		
City:	Zhejiang Province		
State/Country:	CHINA		
Entity Type:	limited company (Ltd.): CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6470315	HOTWILL	
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:	dmtm2020@outlook.com		
Correspondent Name:	Zeng Bangzao		
Address Line 1:	4737 Baldwin Park Blvd		
Address Line 4:	Baldwin Park, CALIFORNIA 91706		
NAME OF SUBMITTER:	/Zeng Bangzao/		
SIGNATURE:	/Zeng Bangzao/		
DATE SIGNED:	09/17/2021		
Total Attachments: 2			
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OP \$40.00 6470315

Trademark Assignment Agreement

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of 13 Day of September, 2021, between Guangzhou Biaodian Information Technology Co., Ltd., having the address as 403C87, No.5 Dongping Middle Road, Baiyun District, Guangzhou CHINA 510000; and Hangzhou Dingdong E-Commerce Co., Ltd., having the address as Room 526, Building 4, Wanguanghui Business Center, Gongshu District, Hangzhou City, Zhejiang Province, China.

The Assignor is the registered owner of a mark that is registered in the United States Patent and Trademark Office, Reg.No.6470315, dated 31 Day of Aug., 2021

The Assignee wishes to acquire the Assignor's rights in the trademark listed in this agreement.

The Assignee agrees to pay the Assignor \$ 10.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

THIS AGREEMENT shall take effect from 13th day of September, 2021

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

Guangzhou Biaodian Information Technology Co., Ltd.

Signed by: Yu Hanlin

Name: Yu Hanlin

Title: Principal

ASSIGNEE:

Hangzhou Dingdong E-Commerce Co., Ltd.

Signed by: Zeng Bangzao

Name: Zeng Bangzao

Title: Principal

TRADEMARK

RECORDED: 09/17/2021

REEL: 007424 FRAME: 0419