

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM728985

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shanghai Shenda II LLC		05/11/2022	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Shanghai Shenda (America), LLC		
Street Address:	222 West 37th Street, 2nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	2660473	ECI	
Registration Number:	2821538	IXE	
Registration Number:	3074166	E BY ECI	
Registration Number:	3124635	ECI NEW YORK	
Registration Number:	3124636	ECI NY	
Registration Number:	3130811	ECI GIRL	
Registration Number:	3184763	BEIGE BY ECI	
Registration Number:	3184764	TRULLI	
Registration Number:	3542970	ECI	
Registration Number:	4602294	INDICATION	
Registration Number:	4606328	5 TWELVE	
Registration Number:	4606329	SAMI+DANI	
Registration Number:	4610472	LABEL BY FIVE TWELVE	
Registration Number:	4629781	WESLEEROSE	
Registration Number:	5347495	EVENING BY ECI	
CORRESPONDENCE DATA			
Fax Number:	2127088959		
<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>			

CH \$390.00 2660473

Phone: 2127083460
Email: slebson@ladas.com
Correspondent Name: Scott J. Lebson
Address Line 1: 1040 Avenue of the Americas
Address Line 4: New York, NEW YORK 80995

ATTORNEY DOCKET NUMBER: A22TMA53646-US

NAME OF SUBMITTER: Scott J. Lebson

SIGNATURE: /sjl/

DATE SIGNED: 05/19/2022

Total Attachments: 4

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **Shanghai Shenda II LLC**, a limited liability company organized under the laws of the State of New York, United States of America, located at 222 West 37th Street, 2nd Floor, New York, New York 10018, United States of America, [hereinafter called the "ASSIGNOR"] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:


(Set forth on the attached schedule)

AND WHEREAS, **Shanghai Shenda (America), LLC**, a limited liability company organized and existing under the laws of the State of New York, United States of America, located at 222 West 37th Street, 2nd Floor, New York, New York 10018, United States of America, [hereinafter called the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has executed this document on this 11 day of MAY, 2022.

Shanghai Shenda II LLC

By  _____

[Title] CFO

IN WITNESS WHEREOF, the said ASSIGNEE has executed this document on this 11 day of MAY, 2022.

Shanghai Shenda (America), LLC

By  _____

[Title] CEO

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA]

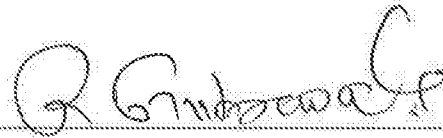
STATE OF NEW YORK]

ISS:]

COUNTY OF NEW YORK]

On this 11th day of May, 2022, before me personally
appeared BEINI FENG

, to me known, who, being by me duly
sworn, did depose and say that he/she is the
CEO of the company described in the foregoing instrument; that he/she executed said
instrument on behalf of the said company; and that he/she is authorized to execute an instrument of this
nature;



Notary Public

RAGHUNATH TIBREWALA
NOTARY PUBLIC-STATE OF NEW YORK
No. 01T18348952
Qualified in New York County
My Commission Expires 10-11-2024

[SEAL]

ASSIGNOR

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA]

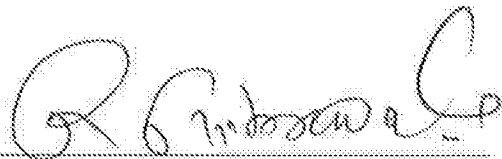
STATE OF NEW YORK]

] SS:]

COUNTY OF NEW YORK]

On this 11/15 day of May, 2022, before me personally appeared YOMING HUANG

, to me known, who, being by me duly sworn, did depose and say that he/she is the CEO of the company described in the foregoing instrument; that he/she executed said instrument on behalf of the said company; and that he/she is authorized to execute an instrument of this nature.



Notary Public

RAGHUNATH TIBREWALA
NOTARY PUBLIC-STATE OF NEW YORK
No. 01T16348952
Qualified in New York County
My Commission Expires 10-11-2024

[SEAL]

ASSIGNEE

AMERICA

UNITED STATES OF

SCHEDULE

ECI	No. 2660473
IXE (Stylized) W/Dots Designs	No. 2821538
E BY ECI	No. 3074166
ECI NEW YORK	No. 3124635
ECI NY	No. 3124636
ECI GIRL	No. 3130811
BEIGE BY ECI	No. 3184763
TRULLI	No. 3184764
eci in Script	No. 3542970
INDICATION	No. 4602294
5 twelve	No. 4606328
SAMI+DANI	No. 4606329
LABEL by five twelve LABEL in Stylized Design	No. 4610472
WESLEEROSE	No. 4629781

EVENING BY ECI

TRADEMARK

RECORDED: 05/19/2022

REEL: 007726 FRAME: 0831