

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM745760

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shenzhen Xinghuicai Yinwu Co.,Ltd.		08/02/2022	Limited Liability Company: CHINA
RECEIVING PARTY DATA			
Name:	Taizhou Zhuohua Electronic Commerce Co.,Ltd.		
Street Address:	Rm 1301,Unit 1,Bldg 1,Shangpinnan Jun,Xicheng Street,Huangyan District,		
City:	Taizhou City,Zhejiang Province		
State/Country:	CHINA		
Postal Code:	318020		
Entity Type:	Limited Liability Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90137358	SHOYUM	
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:	assignment@dspringgroup.com,fkohmail@gmail.com,KLFtrademarks@gmail.com		
Correspondent Name:	Taizhou Zhuohua Elect. Commerce Co.,Ltd.		
Address Line 1:	Rm 1301,Unit 1,Bldg 1,Shangpinnan Jun,		
Address Line 2:	Xicheng Street,Huangyan District,		
Address Line 4:	Taizhou,Zhejiang, CHINA 318020		
NAME OF SUBMITTER:	Francis H. Koh		
SIGNATURE:	/Francis Koh/		
DATE SIGNED:	08/03/2022		
Total Attachments: 1			
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OP \$40.00 90137358

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into this 2nd day of August, 2022 (the "Effective Date"), by and between

Shenzhen Xinghuicai Yinwu Co., Ltd., a limited liability company located in 2/F, Block 9, Chunhu Industry Zone Egongling Community, Pinghu Street, Longgang Dist, Shenzhen CHINA 518000
(hereinafter referred to as "ASSIGNOR") and

Taizhou Zhuohua Electronic Commerce Co., Ltd., a limited liability company located in Rm 1301, Unit 1, Bldg 1, Shangpinnan Jun, Xicheng Street, Huangyan District, Taizhou City, Zhejiang Province CHINA 318020
(hereinafter referred to as "ASSIGNEE")

with respect to US Serial Number **90137358** trademark **SHOYUM** (hereinafter referred to as "MARK"), including, without limitation, all variations thereof and all associated applications and registrations.

1. For **US\$ 600** and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all rights, title and interest throughout the world in perpetuity, including all statutory and common law rights, in and to the MARK, together with all goodwill symbolized by or otherwise associated with the MARK and the right to sue, make claims, and recover damages for any past, present or future infringement of the MARK; all of such rights, title and interest to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this agreement not been made. Further, ASSIGNOR hereby expressly acknowledges that all of its uses of the MARK after the Effective Date of this ASSIGNMENT will inure to the sole and exclusive benefits of ASSIGNEE, its successors and assigns.

2. ASSIGNOR hereby represents, warrants and covenants that: (a) ASSIGNOR is the record owner of the MARK, (b) ASSIGNOR has not heretofore assigned, licensed or otherwise transferred the MARK, (c) ASSIGNOR has the power and authority to execute and deliver this ASSIGNMENT and has taken all action necessary to authorize the transactions contemplated hereby and thereby, (d) ASSIGNOR may lawfully and without violating any obligation to any third party sell, convey, transfer, assign and deliver to ASSIGNEE all right, title and interest in and to the MARK, free and clear of all liens, pledges, security interests, restrictions, prior assignments and claims of any kind or rights owned by any third party.

3. ASSIGNEE will defend, indemnify and hold the ASSIGNOR, its officers, directors, equity holders, managers, agents and representatives harmless from and against any claim, suit, loss, damage, demands, injuries or expenses (including reasonable attorneys' fees and disbursements) arising out a breach of ASSIGNEE's representations, warranties, covenants and obligations or caused by merchandise produced by ASSIGNEE or an action by ASSIGNEE.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the Effective Date.

ASSIGNOR:
Shenzhen Xinghuicai Yinwu Co., Ltd.

By: Chen Kangzeng
Date: 2022.08.02

ASSIGNEE:
Taizhou Zhuohua Electronic Commerce Co., Ltd.

By: Gao Tianyun
Date: 2022.08.02