

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM798307

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Star Television Productions Limited		03/01/2023	Limited Liability Company: VIRGIN ISLANDS, BRITISH
RECEIVING PARTY DATA			
Name:	Disney Enterprises, Inc.		
Street Address:	500 South Buena Vista Street		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91521		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5649975		
Registration Number:	5649976		
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>			
Phone:	8185601000		
Email:	trademarks@disney.com		
Correspondent Name:	Charles Steinberg		
Address Line 1:	500 South Buena Vista Street		
Address Line 2:	IP Department - Trademark Group		
Address Line 4:	Burbank, CALIFORNIA 91521		
ATTORNEY DOCKET NUMBER:	Disney Now		
NAME OF SUBMITTER:	Charles Steinberg		
SIGNATURE:	/Charles Steinberg/		
DATE SIGNED:	03/28/2023		
Total Attachments: 14			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is made as of March 1, 2023 (the "Effective Date"), by and between Star Television Productions Limited, a British Virgin Islands limited liability company, having its principal place of business at Units 2-10, 19/F BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong and also having its registered office at P.O. Box 71, Craigmuir Chambers, Road Town, Tortola, British Virgin Islands ("STPL"), and Disney Enterprises, Inc., a Delaware Corporation, whose principal place of business is at 500 South Buena Vista Street, Burbank, California, 91521, USA ("DEI").

RECITALS

WHEREAS, STPL is the owner of all rights, title and interest to the Trademarks (as defined below); and

WHEREAS, STPL desires to assign to DEI, and DEI desires to assume, the above-identified rights, title and interest to the Trademarks.

NOW, THEREFORE, in consideration of the foregoing and the covenants and agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STPL and DEI agree as follows:

Section 1.01 Definitions. As used in this Agreement, the following terms shall have the meanings set forth below.

(a) "Trademarks" means any and all of the following, and rights in, arising out of, or associated therewith, throughout the universe, that are owned by STPL as of the Effective Date: trademarks, service marks, trade dress, trade names (including fictitious, assumed and d/b/a names), Internet domain names, URLs, common law trademark rights (including goodwill in the business relating to the Trademarks) and registrations of the foregoing and applications therefor, in all cases that are Chinese channel marks (also referred to as Wei Shi Marks) and as set forth on Exhibit A.

Section 1.02 Assignment. STPL, hereby assigns, transfers, conveys and delivers to DEI, all of STPL' rights, title and interest in and to the Trademarks together with any common law rights and all the goodwill attached to the business relating to the Trademarks. For the avoidance of doubt, the assignment of the Trademarks shall include the right for DEI to bring, oppose, defend or appeal proceedings against any third party in respect of any cause of action arising before, on or after the date of this Agreement in relation to the Trademarks, including the right to sue in respect of every act of infringement or passing off of the Trademarks occurring prior to the date of this Agreement.

Section 1.03 Assumption. DEI hereby accepts such assignment of the rights, title and interest in and to the Trademarks together with any common law rights and all the goodwill attached to the business relating to the Trademarks.

Section 1.04 Binding Effect. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

Section 1.05 Further Actions. Each of the parties hereto agrees to use its reasonable best efforts to take, or cause to be taken, all appropriate action, and to do, or cause to be done, all things necessary, proper or advisable under applicable law or otherwise to consummate and make effective this Agreement.

Section 1.06 Third Party Beneficiaries. Nothing contained in this Agreement, expressed or implied, shall confer unto any person other than the parties hereto or their respective successors or assigns

any right, obligation, remedy or benefit hereunder.

Section 1.07 No Representations or Warranties. Except as may expressly be set forth herein, (a) neither the parties hereto nor any other person makes any representation or warranty of any kind whatsoever, express or implied, with all respect to the Trademarks and (b) none of the parties hereto or any other person makes any representation or warranty with respect to any information made available in connection with the execution, delivery or performance of this Agreement or the consummation of the assignment and assumption pursuant to this Agreement.

Section 1.08 Amendment. No amendment or modification of this Agreement shall be effective unless it is set forth in writing and signed by all the Parties.

Section 1.09 Governing Law. This Agreement shall be governed by, interpreted under, and construed and enforceable in accordance with, the laws of the State of Delaware.

Section 1.10 Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, STPL and DEI have caused their duly authorized representatives to execute this Agreement as of the date first set forth above.

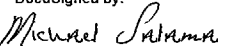
Star Television Productions Limited

By: 

Name: Alexander Tsun Wah Yuen

Title: Director

Disney Enterprises, Inc.

DocuSigned by:

By: _____

Name: Michael H. Salama

Title: Lead Tax Counsel / Assistant Secretary

Exhibit A
Trademarks

[Attached]

Star Television Productions Limited

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
Canada							
	WEI SHI DIAN YING TAI (CHINESE CHARACTERS) (STYLIZED) & DEVICE (B&W)						
Star Television Productions Limited		Canada	1867865	TMA1091463	13 Jan 2021	9,35,38,41	Registered
	WEI SHI KA SHI TAI (IN CHINESE CHARACTERS) AND DEVICE						
Star Television Productions Limited		Canada	1631967	TMA1026175	17 Jun 2019	38,41	Registered
	WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE						
Star Television Productions Limited		Canada	1834930	TMA1049055	14 Aug 2019	38,41	Registered
	WEI SHI ZHONG WEN TAI (IN CHINESE CHARACTERS) (THREE DIMENSIONAL) (BLACK & WHITE)						
Star Television Productions Limited		Canada	1637103	TMA918131	23 Oct 2015	38,41	Registered
China							
	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)						
Star Television Productions Limited		China	4357687	4357687	7 May 2009	42	Registered

Star Television Productions Limited	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)	China	92032559	813759	7 Feb 1996	9	Registered
卫视							

Star Television Productions Limited	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)	China	92032564	642820	21 May 1993	16	Registered
卫视							

Star Television Productions Limited	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)	China	93093417	774176	21 Dec 1994	38	Registered
卫视							

Star Television Productions Limited	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)	China	94084343	857846	21 Jul 1996	35	Registered
卫视							

Star Television Productions Limited	WEI SHI (SIMPLIFIED CHINESE CHARACTERS)	China	94084344	883801	14 Oct 1996	41	Registered
卫视							

Hong Kong

Star Television Productions Limited	KA SHI TAI (CHINESE CHARACTERS)	Hong Kong	302652174	302652174	26 Jun 2013	38,41	Registered
卡式台							

STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS)	Hong Kong	199209031	199502841	18 Mar 1992	38	Registered
衛視							


STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS)	Hong Kong	199408558	199602233	28 Jul 1994	16	Registered
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衛視

WEI SHI (CHINESE CHARACTERS)
 STAR TELEVISION PRODUCTIONS LIMITED **衛視** Hong Kong 199408559 199602234 28 Jul 1994 35 Registered

WEI SHI (CHINESE CHARACTERS)
 STAR TELEVISION PRODUCTIONS LIMITED **衛視** Hong Kong 199408560 199602235 28 Jul 1994 41 Registered

WEI SHI (CHINESE CHARACTERS) (SERIES: TRADITIONAL & SIMPLIFIED)
 Star Television Productions Limited **衛視**
卫视 Hong Kong 300329751 300329751 1 Dec 2004 9,42 Registered

WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)
 Star Television Productions Limited  Hong Kong 302241909 302241909 4 May 2012 38,41 Registered

WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE
 Star Television Productions Limited  Hong Kong 304125041 304125041 28 Apr 2017 38,41 Registered

Indonesia

KA SHI TAI (CHINESE CHARACTERS)
 Star Television Productions Limited **卡式台** Indonesia J002013031340 IDM000509872 23 Nov 2015 38,41 Registered

WEI SHI (IN
CHINESE
CHARACTERS) &
DEVICE (NEW SCM
LOGO)

Star Television
Productions Limited



Indonesia

J00-2013-
031400

IDM000499953

28 Sep
2015

38

Registered

WEI SHI (IN
CHINESE
CHARACTERS) &
DEVICE (NEW SCM
LOGO)

Star Television
Productions Limited



Indonesia

J00-2013-
031401

IDM000499954

28 Sep
2015

41

Registered

Macau

KA SHI TAI
(CHINESE
CHARACTERS)

Star Television
Productions Limited



Macau

N/76459

N/76459

28 Jan 2014 38

Registered

KA SHI TAI
(CHINESE
CHARACTERS)

Star Television
Productions Limited



Macau

N/76460

N/76460

28 Jan 2014 41

Registered

WEI SHI (IN
CHINESE
CHARACTERS) &
DEVICE (NEW SCM
LOGO)

Star Television
Productions Limited



Macau

N/065383

N/065383

26 Mar 2013 38

Registered

WEI SHI (IN
CHINESE
CHARACTERS) &
DEVICE (NEW SCM
LOGO)

Star Television
Productions Limited

Macau

N/065384

N/065384

26 Mar 2013 41

Registered



Malaysia

Star Television Productions Limited
 KA SHI TAI (CHINESE CHARACTERS)
卡式台
 Malaysia 2013056250 2013056250 27 Jun 2013 38 Registered

Star Television Productions Limited
 KA SHI TAI (CHINESE CHARACTERS)
卡式台
 Malaysia 2013056251 2013056251 27 Jun 2013 41 Registered

Star Television Productions Limited
 WEI SHI (CHINESE CHARACTERS)
衛視
 Malaysia 04019156 04019156 8 Dec 2004 38 Registered

Star Television Productions Limited
 WEI SHI (CHINESE CHARACTERS)
衛視
 Malaysia 04019157 04019157 8 Dec 2004 41 Registered

Star Television Productions Limited
 WEI SHI (CHINESE CHARACTERS)
衛視
 Malaysia 04019158 04019158 8 Dec 2004 42 Registered

Star Television Productions Limited
 WEI SHI (CHINESE CHARACTERS)
衛 視
 Malaysia 07023393 07023393 28 Nov 2007 9 Registered

STAR TELEVISION PRODUCTIONS LIMITED
 WEI SHI (CHINESE CHARACTERS)
衛 視
 Malaysia 92003751 92003751 3 Jun 1992 16 Registered

Star Television Productions Limited
 WEI SHI (CHINESE CHARACTERS)
 Malaysia 92003753 92003753 3 Jun 1992 9 Registered

衛視

WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)

Star Television Productions Limited



Malaysia

2013056056 2013056056 21 Jun 2013 41

Registered

WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)

Star Television Productions Limited



Malaysia

2013056057 2013056057 21 Jun 2013 38

Registered

WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE

Star Television Productions Limited



Malaysia

2017057602 2017057602 2 May 2017 38

Registered

WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE

Star Television Productions Limited



Malaysia

2017057605 2017057605 2 May 2017 41

Registered

Philippines

WEI SHI (CHINESE CHARACTERS)

Star Television Productions Limited



Philippines

4-1994-096174

4/1994/00096174 13 Nov 2003

35

Registered

WEI SHI (CHINESE CHARACTERS)

Star Television Productions Limited



Philippines

4-1994-096175


4-1994-096175

8 Jul 2004 38

Registered

WEI SHI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Philippines
 4-1994-096176
 4-1994-096176
 28 Sep 2003 41
 Registered
衛視

WEI SHI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Philippines
 4-1994-96173
 4-1994-096173
 28 Sep 2003 16
 Registered
衛視

WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)
 Star Television Productions Limited
 Philippines
 4/2012/00005461
 4/2012/00005461
 30 Jul 2015
 38,41
 Registered


Singapore

KA SHI TAI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Singapore
 T1310208A
 T1310208A
 27 Jun 2013 38,41
 Registered
卡式台

WEI SHI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Singapore
 T9203636B
 T9203636B
 15 May 1992 38
 Registered
衛視
卫视

WEI SHI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Singapore
 T9406563G
 T9406563G
 29 Jul 1994 35
 Registered
衛視
卫视

WEI SHI (CHINESE CHARACTERS)
 Star Television Productions Limited
 Singapore
 T9406564E
 T9406564E
 29 Jul 1994 41
 Registered

衛視

卫视

WEI SHI (CHINESE CHARACTERS) (SERIES: TRADITIONAL & SIMPLIFIED)

Star Television Productions Limited

衛視

Singapore T0421496D T0421496D 6 Dec 2004 9

Registered

卫视

WEI SHI (CHINESE CHARACTERS) (SERIES: TRADITIONAL & SIMPLIFIED)

Star Television Productions Limited

衛視

Singapore T0421497B T0421497B 6 Dec 2004 42

Registered

卫视

WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)

STAR TELEVISION PRODUCTIONS LIMITED



Singapore T1206540I T1206540I 27 Dec 2018 38,41

Registered

WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE

Star Television Productions Limited



Singapore 40201707965P 40201707965P 2 May 2017 38,41

Registered

Taiwan

WEI SHI (CHINESE CHARACTERS)

STAR TELEVISION PRODUCTIONS LIMITED

衛視

Taiwan 081022355 61754 1 Feb 1993 41

Registered

STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	081022358	62602	1 Mar 1993	35	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	081036741	66945	1 Nov 1993	38	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	081036744	621674	16 Nov 1993	9	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	093057355	1190891	1 Jan 2006	42	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	82013856	656136	16 Sep 1994	9	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (CHINESE CHARACTERS) 衛視	Taiwan	83064268	700603	16 Dec 1995	16	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO) 	Taiwan	101024799	1644530	16 May 2014	38,41	Registered
STAR TELEVISION PRODUCTIONS LIMITED	WEI SHI ZHONG WEN TAI (CHINESE CHARACTERS) & DEVICE 	Taiwan	106025656	01882501	16 Nov 2017	38,41	Registered
STAR TELEVISION PRODUCTIONS LIMITED	XING WEI (CHINESE)	Taiwan	110036977	2201652	1 Feb 2022	38,41	Registered

CHARACTERS) &
DEVICE



STAR TELEVISION PRODUCTIONS LIMITED	XING WEI YU LE TAI (CHINESE CHARACTERS)	Taiwan	110036978	2201653	1 Feb 2022	38,41	Registered
	星衛 娛樂台						

Thailand

Star Television Productions Limited	KA SHI TAI (CHINESE CHARACTERS)	Thailand	898607	Bor69191	22 Dec 2015	38	Registered
	卡式台						

Star Television Productions Limited	KA SHI TAI (CHINESE CHARACTERS)	Thailand	898608	Bor66623	28 Jun 2013	41	Registered
	卡式台						

Star Television Productions Limited	WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)	Thailand	898066	171112697	25 Jun 2013	38	Registered

Star Television Productions Limited	WEI SHI (IN CHINESE CHARACTERS) & DEVICE (NEW SCM LOGO)	Thailand	898067	191116139	25 Jun 2013	41	Registered

United States of America

Star Television Productions Limited	STAR CHINESE CHANNEL LOGO (2017)	United States of America	87392181	5649975	8 Jan 2019	38	Registered
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STAR CHINESE
CHANNEL LOGO
(2017)

Star Television
Productions Limited



United
States of
America

87392185

5649976

8 Jan 2019 41

Registered

GIPM - END OF REPORT

Printed 3 Feb 2023