

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM844132

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Walking Cradle Company, LLC		09/13/2023	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	Shu Talk Branding Company Limited		
Street Address:	Flat/RM C 1/F Phase 1 Kingsway Ind Bldg 167-175 WO YI Road		
City:	Kwai Chung NT		
State/Country:	HONG KONG		
Entity Type:	Limited Company (Ltd): HONG KONG		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5441281	THE WALKING CRADLE CO.	
Registration Number:	5441280	ELITES BY WALKING CRADLES	
Registration Number:	5060727	IT'S A MATTER OF FIT	
Registration Number:	4342266	MARK LEMP	
Registration Number:	2685965	WALKING CRADLES	
Registration Number:	2924828	TALIA	
Registration Number:	3325153	ROSE PETALS	
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:	7032885248		
Email:	jon@schiffirinlaw.com		
Correspondent Name:	Jon A. Schiffirin		
Address Line 1:	8200 Greensboro Drive, Suite 900		
Address Line 4:	McLean, VIRGINIA 22102		
NAME OF SUBMITTER:	Jon A. Schiffirin		
SIGNATURE:	/jonaschiffirin/		
DATE SIGNED:	10/06/2023		

OP \$190.00 5441281

Total Attachments: 1

source=shu talk assignment#page1.tif

Trademark Assignment Agreement

This Trademark Assignment Agreement (the "Agreement") is made as of date, (the "Effective Date"), between THE WALKING CRADLE COMPANY, LLC, 1000 BILTMORE DR. FENTON, MO 63026 (the "Assignor"), and SHU TALK BRANDING COMPANY LIMITED, FLAT/RM C 1/F PHASE 1 KINGSWAY IND BLDG 167-175 WO YI ROAD KWAI CHUNG NT HK (the "Assignee").

The Assignor is the owner of the marks that applied in United States Patent and Trademark Office, Registration Numbers 5441281, 5441280, 5060727, 4342266, 2685965, 2924828, 3325153.

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

The Assignor agrees to transfer the trademark to the Assignee for free.

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.

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



LAM, Chun Man

Signature of Assignor,

Designation: Principal



LEUNG, Yat Cheong

Signature of Assignee,

Designation: Director

Date: September.13.2023

Place: Hong Kong