

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM853653

|   |  |                       |                                   |
|---|--|-----------------------|-----------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                                   |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                                   |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                                   |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                |
| MEITU (CHINA) LIMITED   |  | 10/24/2023            | limited company (Ltd.): HONG KONG |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                   |
| <b>Name:</b>  | PIXOCIAL HONG KONG LIMITED                         |                       |                                   |
| <b>Street Address:</b>  | Unit 8106B, 81/F, International Commerce Centre    |                       |                                   |
| <b>Internal Address:</b>  | 1 Austin Road West                                 |                       |                                   |
| <b>City:</b>  | Kowloon, Hong Kong                                 |                       |                                   |
| <b>State/Country:</b>   | CHINA  |                       |                                   |
| <b>Entity Type:</b>   | limited company (Ltd.): HONG KONG                  |                       |                                   |
| <b>PROPERTY NUMBERS Total: 14</b>   |  |                       |                                   |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                                   |
| <b>Registration Number:</b>   | 5389095  | AIRVID                |                                   |
| <b>Registration Number:</b>   | 5646136  | AIRBRUSH              |                                   |
| <b>Registration Number:</b>   | 5361575  | AIRBRUSH              |                                   |
| <b>Registration Number:</b>   | 5415340  | AIRBRUSH              |                                   |
| <b>Registration Number:</b>   | 6120883  | AIRBRUSH              |                                   |
| <b>Registration Number:</b>   | 5481669  | BEAUTY PLUS           |                                   |
| <b>Registration Number:</b>   | 5581275  | BEAUTY PLUS           |                                   |
| <b>Registration Number:</b>   | 4854222  | BEAUTY PLUS           |                                   |
| <b>Registration Number:</b>   | 6460939  | B                     |                                   |
| <b>Serial Number:</b>   | 97351830   | B                     |                                   |
| <b>Serial Number:</b>   | 98168124   | BEAUTYPLUS            |                                   |
| <b>Serial Number:</b>   | 98168136   | BEAUTYPLUS            |                                   |
| <b>Serial Number:</b>   | 98168019   | BEAUTYPLUS            |                                   |
| <b>Serial Number:</b>   | 98168025   | BEAUTYPLUS            |                                   |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                   |
| <b>Fax Number:</b>  |  |                       |                                   |
| <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> |  |                       |                                   |

OP \$365.00 5389095

**Phone:** 8182444861  
**Email:** john@alumitip.com  
**Correspondent Name:** John Alumit  
**Address Line 1:** 135 S. JACKSON STREET, SUITE 200  
**Address Line 4:** Glendale, CALIFORNIA 91205

**NAME OF SUBMITTER:** John Alumit

**SIGNATURE:** /john alumit/

**DATE SIGNED:** 11/15/2023

**Total Attachments: 1**

source=DEED OF TRADEMARK ASSIGNMENT-US (HK) 2023.11.15 provided#page1.tif

# DEED OF TRADEMARK ASSIGNMENT

## BY AND BETWEEN :

The assignor :

MEITU (CHINA) LIMITED

Unit 8106B, 81/F, International Commerce Centre, 1 Austin Road West, Kowloon, HONG KONG, China




The Assignee :

PIXOCIAL HONG KONG LIMITED

Unit 8106B, 81/F, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong, China

## WHEREAS :

As the proprietor of the US trademark registrations below, the assignor hereby assigns and transfers, with neither restrictions nor reserves, all the rights, titles and privileges gained from the said trademark registration, together with the goodwill associated therewith, to the above-named assignee.

| No. | US TM NO. | US Reg No. | Classes | TRADEMARK   |
|-----|-----------|------------|---------|---|
| 1   | 86869807  | 5389095    | 9,41,42 | AIRVID  |
| 2   | 87173503  | 5646136    | 35,41   | AirBrush  |
| 3   | 86708421  | 5361575    | 9,40    | AIRBRUSH  |
| 4   | 86982749  | 5415340    | 38,42   | AIRBRUSH  |
| 5   | 88645738  | 6120883    | 9,41    | AIRBRUSH  |
| 6   | 87060061  | 5481669    | 9,35,41 |    |
| 7   | 87060085  | 5581275    | 35      | BeautyPlus  |
| 8   | 86503763  | 4854222    | 9       | BeautyPlus  |
| 9   | 90323234  | 6460939    | 9       |   |
| 10  | 97351830  |            | 9       |  |
| 11  | 98168124  |            | 9       | BeautyPlus  |
| 12  | 98168136  |            | 35      | BeautyPlus  |
| 13  | 98168019  |            | 41      | BeautyPlus  |
| 14  | 98168025  |            | 42      | BeautyPlus  |

The assignor declares that the said trademark registration is free of all encumbrances against the assignee up to the date of execution of this present deed.

The assignee accepts the absolute assignment of the said trademark registration as of the date of execution of this present deed.

The assignment becomes effective as from the date of execution of this present deed.

By virtue of this assignment, the assignee is hereafter entitled to all the rights, titles and privileges gained from the said trademark registrations.

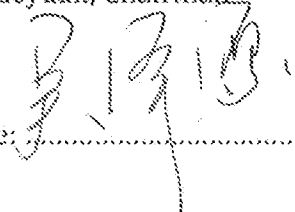
Assignor:

MEITU (CHINA) LIMITED

Date: 24 / 10 / 2023

Signed By: WU, Zeyuan, Chairman



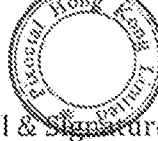
Seal & Signature: 

Assignee:

PIXOCIAL HONG KONG LIMITED

Date: 24 / 10 / 2023

Signed By: HE, Songlin, Vice President of Finance



Seal & Signature: 