

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509985

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Malibu Design Group		01/29/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Novo Fashion Limited		
Street Address:	Unit 511, APEC Plaza, 49 Hoi Yuen Rd		
City:	Kwun Tong, Kowloon		
State/Country:	HONG KONG		
Entity Type:	Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	5111023	SPLASHLETICS	
Registration Number:	5187376	GO GOSSIP	
Registration Number:	3403184	TIDAL BAY	
Registration Number:	3262963	HULA STAR	
Registration Number:	3096852	HULA HONEY	
Registration Number:	4590969	SMOOTHIES	
Registration Number:	3955907	SHAPETEX	
Registration Number:	5654990	SUMMER CRUSH	
Registration Number:	3845252	AQUA COUTURE	
Registration Number:	3481872	BEACH DIVA	
Registration Number:	3610048	SWEET ESCAPE	
Registration Number:	3423823	FRESHWATER	
Registration Number:	2833276	SINCE	
Registration Number:	2821534	GOSSIP	
Registration Number:	2848096	OCEAN DREAM	
CORRESPONDENCE DATA			
Fax Number:	3144801505		
<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:	314-480-1500		

CH \$390.00 5111023

Email: pto-sl@huschblackwell.com
Correspondent Name: Tara L. Allstun
Address Line 1: HUSCH BLACKWELL LLP
Address Line 2: 190 Carondelet Plaza, Suite 600
Address Line 4: ST. LOUIS, MISSOURI 63105

NAME OF SUBMITTER: Tara L. Allstun

SIGNATURE: /Tara L. Allstun/

DATE SIGNED: 02/13/2019

Total Attachments: 4

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, Malibu Design Group, a California corporation ("Seller"), hereby irrevocably assigns, transfers, sets over and conveys to Novo Fashion Limited, a Hong Kong limited company ("Buyer"), all of Seller's entire right, title and interest in and to the below-identified trademarks, including the trademark registrations thereof and the common law rights pertaining thereto (the "Marks"), and to goodwill of the business symbolized thereby. The Marks are listed on the attached Exhibit A to the Trademark Assignment.

The Seller does hereby assign, transfer and convey, effective as of the date hereof, to Buyer, its successors, legal representative and assigns, all of the Seller's right, title and interest in and to the Marks (including without limitation the United States registrations therefor and all other registrations and applications for registration of such Marks in all jurisdictions worldwide), together with the goodwill of that portion of the Seller's business symbolized thereby, including without limitation, the right to petition, sue or otherwise seek and recover damages, profits and any other remedy for past, present and future infringement, dilution, conversion or misappropriation of, or other injury, offense, violation, breach of duty or wrong relating to the Marks, or any license, agreement, contract or other matter relating thereto and the right to receive royalties relating thereto. The Seller warrants that the Marks identified above are free and clear of any liens, pledges, security interests and encumbrances, and that it has the full and complete power and authority to sell, transfer and assign the Marks to Buyer.

The Seller hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and the appropriate officers of all other jurisdictions in which the Marks are registered or in which an application for registration of one or more of the Marks is

pending, to record the title of Buyer, its successors, legal representatives and assigns, as owner of all right, title and interest in and to the Marks, together with all goodwill of the business associated with and symbolized by the Marks, and to issue the Certificate of Registration resulting from any such application for registration of the Marks or renewal of the registrations of the Marks to Buyer, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The Seller agrees that it will execute and deliver, or cause to be executed and delivered, to Buyer or Buyer's legal representatives, any other or additional assignments, powers and other appropriate documentation, and provide Buyer with all reasonable additional assistance necessary to effectuate, validate and record the Assignment of the Marks to Buyer with the United States Patent and Trademark Office, and the appropriate agencies and offices of all jurisdictions in which the Marks are or may be registered or in which applications for registration of one or more of the Marks are pending, under the relevant laws of the United States or any other jurisdictions, within a reasonable time of execution hereof.

IN WITNESS WHEREOF, the undersigned has executed this assignment as of the 29 day of January, 2019.

Malibu Design Group

By: Melissa Chua

Name: Melissa Chua

Title: President

Novo Fashion Limited

By: _____

Name: _____

Title: _____

pending, to record the title of Buyer, its successors, legal representatives and assigns, as owner of all right, title and interest in and to the Marks, together with all goodwill of the business associated with and symbolized by the Marks, and to issue the Certificate of Registration resulting from any such application for registration of the Marks or renewal of the registrations of the Marks to Buyer, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

The Seller agrees that it will execute and deliver, or cause to be executed and delivered, to Buyer or Buyer's legal representatives, any other or additional assignments, powers and other appropriate documentation, and provide Buyer with all reasonable additional assistance necessary to effectuate, validate and record the Assignment of the Marks to Buyer with the United States Patent and Trademark Office, and the appropriate agencies and offices of all jurisdictions in which the Marks are or may be registered or in which applications for registration of one or more of the Marks are pending, under the relevant laws of the United States or any other jurisdictions, within a reasonable time of execution hereof.

IN WITNESS WHEREOF, the undersigned has executed this assignment as of the ____ day of January, 2019.

Malibu Design Group

By: _____

Name: _____

Title: _____

Novo Fashion Limited

By:  _____

Name: Chenon Ertuv

Title: President

EXHIBIT TO TRADEMARK ASSIGNMENT

<u>Trademark</u>	<u>Reg. No.</u>	<u>App. No.</u>	<u>Status</u>
SUMMER CRUSH		87/934,931	Pending
SPLASHLETICS	5111023		
GO GOSSIP	5187376		
MDG		85496385	Abandoned
SMOOTHIES	4590969		
SLENDER TOUCH		85064512	Abandoned
SHAPETEX	3955907		
AQUA COUTURE	3845252		
TROPICAL HONEY	3652553		Cancelled
PALAGE	3604709		Cancelled
SWEET ESCAPE	3610048		
SUMMER CRUSH	3617071		Cancelled
GOSSIP GIRL		77284003	Abandoned
BEACH DIVA	3481872		
SURF FLIRT	3683625		Cancelled
FRESHWATER	3423823		
AQUA DIVA	3621029		Cancelled
SOLANA BAY	3424512		Cancelled
TIDAL BAY	3403184		
HULA STAR	3262963		
HULA HONEY	3096852		
SINCE	2833276		
GOSSIP	2821534		
OCEAN DREAM	2848096		

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