

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM536118

<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>
Jinhua Niupin E-Commerce Co., Ltd.		07/01/2019	limited company (Ltd.): CHINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Meng XIAO		
<b>Street Address:</b>	No. 31, Pingshangtun, Pingmei Village, Tonghe Town, Pingnan County		
<b>City:</b>	Guigang, Guangxi		
<b>State/Country:</b>	CHINA		
<b>Postal Code:</b>	537300		
<b>Entity Type:</b>	INDIVIDUAL: CHINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5548298	KEEBAR	
<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>			
<b>Email:</b>	larrymark@163.com		
<b>Correspondent Name:</b>	Meng XIAO		
<b>Address Line 1:</b>	Tonghe Town, Pingnan County		
<b>Address Line 2:</b>	No. 31, Pingshangtun, Pingmei Village		
<b>Address Line 4:</b>	Guigang, Guangxi, CHINA 537300		
<b>NAME OF SUBMITTER:</b>	Wu Chunhua		
<b>SIGNATURE:</b>	/Wu Chunhua/		
<b>DATE SIGNED:</b>	08/12/2019		
<b>Total Attachments: 2</b>			
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## United States Trademark Transfer Agreement(En)

This Trademark Transfer Agreement (the "Agreement") is made as of [JULY 01, 2019] (the "effective Date"), between [Jinhua Niupin E-Commerce Co., Ltd.], (the "Assignor"), and [Meng XIAO] (the "Assignee").The Assignee is the future owner of the mark that is registered in the United States Patent and Trademark Office,

<b>Word Mark</b>	KEEBAR
<b>Goods and Services</b>	IC 011, US 013 021 023 031 034, G & S: Ceiling lights; Electric radiators; Glass lantern globes; Heating elements; Heating installations; Lamp bulbs; Lamp shades; Lamps; Lanterns for lighting; Lighting apparatus, namely, lighting installations; Luminous tubes for lighting; Pocket searchlights; Electric lamps; Incandescent lamps. FIRST USE: 20160518. FIRST USE IN COMMERCE: 20160518
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	87337683
<b>Filing Date</b>	February 15, 2017
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 12, 2018
<b>Registration Number</b>	5548298
<b>Registration Date</b>	August 28, 2018
<b>Owner</b>	(REGISTRANT) Jinhua Niupin E-Commerce Co., Ltd. limited company (ltd.) CHINA Rm. 209, No. 26, Yishan Rd. Wangxiatan, Wucheng Dist. Jinhua, Zhejiang CHINA
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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

The Assignee agrees to pay the Assignor \$100(transfer in RMB 680).

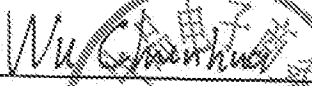

In exchange, the Assignor hereby conveys, Transfers, and assigns to the Assignee all of the Assignor' s right, title, and interest of whatever kind in the mark, together with

- 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 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 and Assignee have duly executed and signed this agreement, as of the day and year first above written.

Signature of Assignor

  
  
Jinhua Niupin E-Commerce Co., Ltd.  
Title principal  
Country of China

Date: JULY 01, 2019

Signature of Assignee

  
  
Meng XIAO  
Title principal  
Country of China

Date: JULY 01, 2019