

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM572822

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cheerivo Inc.		04/15/2020	Corporation:
RECEIVING PARTY DATA			
Name:	HONGKONG RUIFENG INDUSTRY LIMITED		
Street Address:	25/F Bank of America Tower, Unit 2508A		
Internal Address:	12 Harcourt Road		
City:	Central		
State/Country:	HONG KONG		
Entity Type:	private company limited by shares: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5201841	REIDEA	
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:	310-804-9755		
Email:	ckim@charleskimlaw.com		
Correspondent Name:	Charles Kim		
Address Line 1:	90 Vantis Dr. #5022		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	ruizhang		
NAME OF SUBMITTER:	Charles Kim		
SIGNATURE:	/Charles Kim/		
DATE SIGNED:	04/21/2020		
Total Attachments: 2			
source=executed assignment agreement#page1.tif			
source=executed assignment agreement#page2.tif			

OP \$40.00 5201841

TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement ("**Agreement**") is entered into and made effective as of its date of last execution below (the "**Effective Date**") between Cheerivo Inc., a Delaware corporation with an address at 2-301 Room, 450 Bulong Road, Shenzhen, China (the "**Transferor**"), and HONGKONG RUIFENG INDUSTRY LIMITED, a Hong Kong private company limited by shares with an office at Unit 2508A, 25/F Bank of America Tower, 12 Harcourt Road, Central, Hong Kong (the "**Transferee**").

The Transferor is the owner of U.S. trademark 5201841 for the word mark "REIDEA" (the "**Mark**").

The Transferor has agreed to transfer to Transferee and the Transferee has agreed to accept such transfer of the Mark from Transferor.

Therefore, the parties agree as follows:

1. Transfer of the Mark. Subject to the provisions set forth in this agreement, on the Effective Date, the Transferor hereby conveys, assigns, and transfers to the Transferee, all of its right, title, and interest in the Mark, and that part of the good will of Transferor's business connected with the use of and symbolized by the Mark (the "Business"), free and clear of any and all liens and encumbrances, and the Transferee hereby accepts the conveyance, assignment, and transfer thereof.
2. Consideration. The parties acknowledge that the transfer of the Mark and the good will, rights, and obligations of the Business from one party to another, constitutes the exchange of valuable consideration between the parties.
3. Further Actions. At any time and from time to time after the date of this agreement: (1) the Transferor shall execute and deliver or cause to be executed and delivered to the Transferee such other instruments and take such other action, all as the Transferee may reasonably request, in order to carry out the intent and purpose of this agreement; and (2) the Transferee shall execute and deliver or cause to be executed and delivered to the Transferor such other instruments and take such other action, all as the Transferor may reasonably request, in order to carry out the intent and purpose of this agreement.
4. Governing Law. This agreement and the transactions contemplated hereby will be construed in accordance with and governed by the internal laws (without reference to choice or conflict of laws principles) of the State of California.
5. Assignment. Transferee may assign any or all of its rights under this agreement, in whole or in part, without obtaining the consent or approval of any other party.
6. Notices. All notices and other communications under this agreement must be in writing and given by first class mail, return receipt requested, nationally recognized overnight delivery service, such as Federal Express, or personal delivery against receipt to the party to whom it is given, in each case, at the party's address set forth in the signature block below or such other address as the party may hereafter specify by notice to the other parties given in accordance with this section. Any such notice or other communication will be deemed to have been given as of the date the applicable delivery receipt for such communication is executed as received or in the case of mail, three days after it is mailed.
7. Miscellaneous. This agreement contains the entire agreement between the parties with respect to the subject matter hereof and all prior negotiations, writings, and understandings relating to the subject matter of this agreement are merged in and are superseded and canceled by, this agreement. This agreement may not be modified or amended except by a writing signed by the parties. This agreement is not intended to confer upon any person or entity not a party (or their successors and permitted assigns) any rights or remedies hereunder. This agreement may be signed in any number of counterparts, each of which will be an original with the same effect as if the signatures were upon the same instrument, and it may be signed electronically. The captions in this agreement are included for convenience of reference only and will be ignored in the construction or

interpretation hereof. If any date provided for in this agreement falls on a day which is not a business day, the date provided for will be deemed to refer to the next business day. Any provision in this agreement that is held to be invalid, illegal, or unenforceable in any respect by a court of competent jurisdiction will be ineffective only to the extent of such invalidity, illegality, or unenforceability without affecting in any way the remaining provisions hereof; provided, however, that the parties will attempt in good faith to reform this agreement in a manner consistent with the intent of any such ineffective provision for the purpose of carrying out such intent.

Each of the undersigned has caused this Agreement to be duly executed and delivered as of the dates written below.

TRANSFeree:

HONGKONG RUIFENG INDUSTRY LIMITED

By: Rui Zhang
Name: Rui Zhang
Title: Owner
Date: 04/15/2020

TRANSFEROR:

CHEERIVO, INC.

By: Rui Zhang
Name: Rui Zhang
Title: Owner
Date: 04/15/2020