

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM579816

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Felilaki, Inc.		05/26/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Smart Study Co. Ltd.		
Street Address:	Seocho-dong, 5th Floor		
Internal Address:	94 Myeongdal-ro, Seocho-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	Limited Company: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4515238	BABY SHARK U.S.A	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	212-292-5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	Jason M. Drangel		
Address Line 1:	60 E. 42nd Street		
Address Line 2:	Suite 2520		
Address Line 4:	New York, NEW YORK 10165		
DOMESTIC REPRESENTATIVE			
Name:	Jason M. Drangel		
Address Line 1:	60 E. 42nd Street		
Address Line 2:	Suite 2520		
Address Line 4:	New York, NEW YORK 10165		
NAME OF SUBMITTER:	Jason M. Drangel		
SIGNATURE:	/Jason M. Drangel/		
DATE SIGNED:	06/05/2020		

OP \$40.00 4515238

Total Attachments: 1

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USA TRADEMARK DEED OF ASSIGNMENT

This Trademark Deed of Assignment, effective as of May 26, 2020 (hereinafter, "Effective Date") is between Fehilaki, Inc., a California corporation with a place of business at 1221 S. Hacienda Boulevard, Suite B23, Hacienda Heights, California 91745 (hereinafter the "ASSIGNOR"), and Smart Study Co. Ltd., a limited company organized and existing under the laws of the Republic of Korea, with a place of business at Seocho-dong, 5th Floor, 94 Myeongdal-ro, Seocho-gu Seoul, Republic of Korea (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark BABY SHARK U.S.A ("hereinafter, "Mark"), the registration thereof, U.S. Reg. No. 4515238, and the goodwill of the business symbolized thereby;

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title and interest in and to the Mark, the registration thereof, U.S. Reg. No. 4515238, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the registration thereof, U.S. Reg. No. 4515238, with the right to sue for and collect the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby transfer, convey and assign unto ASSIGNEE, and ASSIGNEE hereby accepts, all rights, title and interest in and to the Mark, the registration thereof, U.S. Reg. No. 4515238, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the registration thereof, U.S. Reg. No. 4515238, with the right to sue for and collect the same;

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by ASSIGNEE.

Dated: May 26, 2020

By: 

Name: Xin Jin

Title: CEO