

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM586221

<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>
Full Fortune Brands Limited		04/20/2020	Private Limited Company: HONG KONG
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Full Fortune Intellectual Limited		
<b>Street Address:</b>	Rm 503 Wilson Hse 19-27 Wyndham St. Central		
<b>City:</b>	Hong Kong		
<b>State/Country:</b>	HONG KONG		
<b>Entity Type:</b>	Private Limited Company: HONG KONG		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5908627	HEY DUDE	
<b>Registration Number:</b>	5516629	HEY DUDE	
<b>Registration Number:</b>	5455302	HEY DUDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2482844091		
<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>Phone:</b>	2482844091		
<b>Email:</b>	info@bridgeip.net		
<b>Correspondent Name:</b>	Michael A. Lisi - Bridge IP		
<b>Address Line 1:</b>	23716 Woodward Ave		
<b>Address Line 4:</b>	Pleasant Ridge, MICHIGAN 48069-1130		
<b>ATTORNEY DOCKET NUMBER:</b>	408.025119		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Michael A. Lisi - Bridge IP		
<b>Address Line 1:</b>	23716 Woodward Ave		
<b>Address Line 4:</b>	Pleasant Ridge, MICHIGAN 48069-1130		
<b>NAME OF SUBMITTER:</b>	Michael A. Lisi		
<b>SIGNATURE:</b>	/Michael A. Lisi/		

OP \$90.00 5908627

<b>DATE SIGNED:</b>	07/13/2020
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**Total Attachments: 3**

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US INTELLECTUAL PROPERTY ASSIGNMENT

**FULL FORTUNE BRANDS LIMITED**, a private limited company of Hong Kong with an address at Units 502-503A, 5/F, Tower B, Manulife Financial Centre, No. 223-231 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong (previous address: Unit 603 6/F, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong) ("**Assignor**"), wishes to assign to **FULL FORTUNE INTELLECTUAL LIMITED**, a Hong Kong private company limited by shares with an address at Rm 503 Wilson Hse 19-27 Wyndham St. Central, Hong Kong ("**Assignee**") the entire right, title and interest in and to the "**Assigned Rights**" in the United States as identified in Schedule A, attached.

In view of the payment of United States Ten Dollars (US\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee, any and all right, title and interest in and to the Assigned Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this US Intellectual Property Assignment.

This US Intellectual Property Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have executed this US Intellectual Property Assignment on the dates set forth below.

Assignor  
FULL FORTUNE BRANDS LIMITED

Dated: 20<sup>th</sup> April, 2020

By: *For and on behalf of*  
Full Fortune Brands Limited

Its:   
.....  
*Authorized Signature(s)*

Assignee  
FULL FORTUNE INTELLECTUAL LIMITED


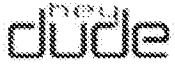
Dated: 20<sup>th</sup> April, 2020

By: *For and on behalf of*  
Full Fortune Intellectual Limited

Its:   
.....  
*Authorized Signature(s)*

## Schedule A - The Assigned Rights

### 1. Trademarks

- U.S. Trademark Reg. No. 5908627 for the composite mark  in International Class 25 issued November 12, 2019;
- U.S. Trademark Reg. No. 5516629 for the word mark HEY DUDE in International Class 25 issued July 17, 2018;
- U.S. Trademark Reg. No. 5455302 for the composite mark  in International Class 25 issued April 24, 2018; and
- any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the marks are used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof rights to collect royalties, licensee fees and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.
- Trademark rights in the slogans WE MAKE GREAT SHOES and WE TAKE YOU ANYWHERE.

### 2. Copyrights

- U.S. Copyright Reg. No. VA 2137894 for the work titled "Wally Style Sole" registered August 3, 2018;
- The unregistered works of authorship depicted below with the following titles:

Title	Works
Amazon Brand Page	<a href="https://www.amazon.com/heydude">https://www.amazon.com/heydude</a> - photos, graphics and text
Youtube Heydude Channel	<a href="https://www.youtube.com/channel/UCbldDDwfm37CCZgnSpXPhBg">https://www.youtube.com/channel/UCbldDDwfm37CCZgnSpXPhBg</a> - photos, videos, graphics and text
Marketing Contents	<a href="https://www.dropbox.com/sh/a1123tlwl2vaf9d/AAA7A4UV_Ums83_jBPf9gszwa?dl=0">https://www.dropbox.com/sh/a1123tlwl2vaf9d/AAA7A4UV_Ums83_jBPf9gszwa?dl=0</a> - photos, videos, graphics and text
Marketing Contents	<a href="https://www.jianguoyun.com/d/home#/sandbox/eb03e377e428664dabdc131/%2FHEYDUDE%20Distributors%20Shared%20Marketing%2FHD%20PHOTOS%20%26%20VIDEOS">https://www.jianguoyun.com/d/home#/sandbox/eb03e377e428664dabdc131/%2FHEYDUDE%20Distributors%20Shared%20Marketing%2FHD%20PHOTOS%20%26%20VIDEOS</a> - photos, videos, graphics and text



## 2. Domain names and other E-commerce Intangible Assets

### DOMAIN Names

- heydudeshoes.com
- heydudeshoes.cn
- heydudeshoesusa.com
- hey-d.com
- Heydudeshoes-hk.com

### SOCIAL MEDIA Accounts

- <https://www.facebook.com/HeyDudeShoesUSA/>
- <https://www.pinterest.com/heydudeshoes/>
- [https://biz.yelp.com/home/\\_vcvbWzZljQyGPg5IX8Sew/](https://biz.yelp.com/home/_vcvbWzZljQyGPg5IX8Sew/)
- <https://www.instagram.com/heydudeshoes/>
- <https://www.instagram.com/wetakeyouanywhere/>
- <https://twitter.com/HeyDudeShoesUSA>
- <https://www.linkedin.com/company/heydude/>

### HASHTAGS:

- #HeyDudeShoes
- #HeyDude
- #WeTakeYouAnywhere
- #DudeShoes
- #HeyDudeWally
- #HeyDudeWendy
- #HeyDudeMikka
- #HeyDudeYouth
- #heydudeambassador

## 3. Miscellaneous

- USA wholesale and retail customers relationship/list
- E-mail subscribers of related websites
- any and all rights and privileges provided under the trademark copyright, trade secret and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof rights to collect royalties, licensee fees and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.

