

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM632169

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guangzhou Tiancheng Pinpai Management Co., Ltd.		03/10/2021	limited company (Ltd.): CHINA
RECEIVING PARTY DATA			
Name:	Quanzhou Shuomei Network Technology Co., Ltd.		
Street Address:	Rm 604,Bldg 10,Donghai Ecosphere,No.18 Xiangbin Rd,Donghai St,Fengze Dist,Quanzhou		
City:	Fujian		
State/Country:	CHINA		
Postal Code:	362018		
Entity Type:	limited company (Ltd.): CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90123861	BELLEBEAR	
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>			
Email:	dmtm2020@outlook.com		
Correspondent Name:	Guo Junjun		
Address Line 1:	1031 s palmetto Ave Unit T3		
Address Line 4:	Ontario, CALIFORNIA 91762		
NAME OF SUBMITTER:	/Guo Junjun/		
SIGNATURE:	/Guo Junjun/		
DATE SIGNED:	03/16/2021		
Total Attachments: 2			
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OP \$40.00 90123861

Trademark Assignment Agreement

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of 10 Day of March, 2021, between Guangzhou Tiancheng Pinpai Management Co., Ltd., having the address as 403A84, No. 5 Dongping Middle Road Baiyun District Guangzhou CHINA 510000; and Quanzhou Shuomei Network Technology Co., Ltd., having the address as Rm 604, Bldg 10, Donghai Ecosphere, No. 18 Xiangbin Rd, Donghai St, Fengze Dist, Quanzhou, Fujian, China 362018.

The Assignor is the applied owner of a mark that is filed in the United States Patent and Trademark Office, serial No. 90123861, dated 19 Day of Aug., 2020.

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

The Assignee agrees to pay the Assignor \$ 10.

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

3) 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.

THIS AGREEMENT shall take effect from 10 day of March, 2021

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

Guangzhou Tiancheng Pinpai Management Co., Ltd.

Signed by: Huang Yijing

Name: Huang Yijing

Title: Principal

ASSIGNEE:

Quanzhou Shuomei Network Technology Co., Ltd.

Signed by: Guo Junjun

Name: Guo Junjun

Title: Principal