

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653025

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jiixin CHEN		06/09/2021	INDIVIDUAL: CHINA
RECEIVING PARTY DATA			
Name:	Shanghai Yanda Trading Co., Ltd.		
Street Address:	Building 7, Lane 2066, Wangyuan Road, Fengxian District		
City:	Shanghai		
State/Country:	CHINA		
Postal Code:	201499		
Entity Type:	limited company (Ltd.): CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6313032	KIDEEM	
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:	sevenharperer@126.com		
Correspondent Name:	Ma, Guoquan		
Address Line 1:	Wangyuan Road, Fengxian District		
Address Line 2:	Building 7, Lane 2066		
Address Line 4:	Shanghai, CHINA 201499		
NAME OF SUBMITTER:	CHEN, Jiixin		
SIGNATURE:	/CHEN, Jiixin/		
DATE SIGNED:	06/10/2021		
Total Attachments: 2			
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OP \$40.00 6313032

United States Trademark Transfer Agreement(En)

This Trademark Transfer Agreement (the "Agreement") is made as of [June 9, 2021], (the "effective Date"), between [CHEN, Jiaxin], (the "Assignor"), and [Shanghai Yanda Trading Co., Ltd.] (the "Assignee").

The Assignee is the future owner of the mark that is registered in the United States Patent and Trademark Office,

Word Mark KIDEEM

Translations The wording "KIDEEM" has no meaning in a foreign language.

Goods and Services IC 028. US 022 023 038 050. G & S: Baby multiple activity toys; Body-training apparatus; Cat toys; Christmas dolls; Crib toys; Dog toys; Flying discs; Infant development toys; Infant toys; Inflatable swimming pools; Inflatable toys; Party games; Pet toys; Pet toys containing catnip; Pet toys made of rope; Stuffed and plush toys; Toys for domestic pets; Yoga bolsters; Yoga cushions. FIRST USE: 20190723. FIRST USE IN COMMERCE: 20200701

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 90111017

Registration Number 6313032

Registration Date April 6, 2021

Owner (REGISTRANT) CHEN, Jiaxin INDIVIDUAL CHINA 2-14D, Weilan Jiari Yayuan No. 28, Beishan Road, Yantian District Shenzhen, Guangdong CHINA 518000

Attorney of Record Chen Zhao

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator 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 639).

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

chen jiaxin

CHEN, Jiaxin

Title principal

Country of China

Date: June 9, 2021

Signature of Assignee

Guojuan Ma

Shanghai Yanda Trading Co., Ltd.

Title principal

Country of China

Date: June 9, 2021