

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM671140

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WeMedia Shopping Network Technology Co., Ltd.		08/25/2021	limited company: HONG KONG
RECEIVING PARTY DATA			
Name:	SuperOrdinaryUSA Holdco, Inc.		
Street Address:	660 Newport Center Drive, Suite 1600		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88300241	SUPERORDINARYCO	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	Melanie Howard		
Address Line 1:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	238348-00001		
NAME OF SUBMITTER:	Jessica Manavi		
SIGNATURE:	/jrm/		
DATE SIGNED:	08/30/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, WeMedia Shopping Network Technology Co., Ltd., a Hong Kong limited company having an address of 14/F., Chun Wo Commercial Centre, 23-29 Wing Wo Street, Central, Hong Kong (“**Assignor**”), hereby sells, assigns, conveys, transfers and delivers to SuperOrdinaryUSA Holdco, Inc., a Delaware company having an address of 660 Newport Center Drive, Suite 1600 Newport Beach, CA 92660 (“**Assignee**”), and Assignee hereby accepts and assumes from Assignor, absolutely and forever, Assignor’s entire right, title, and interest, whether statutory or at common law, in and to the trademark listed on the attached Schedule 1 (the “**Mark**”), together with the goodwill of the business symbolized by and associated with the Mark, including, without limitation, all registrations, applications, renewals, extensions, continuations, divisions, or reissues of the Mark, all common law or unregistered rights in and to the Mark, any and all trade dress rights and all rights of action accrued and to accrue under and by virtue thereof, including, without limitation, the right to sue and recover for past, present and future infringement and misappropriation of the Marks.

Assignor hereby authorizes and requests the U.S. Commissioner of Patents and Trademarks, and any other official throughout the world whose duty it is to register and record ownership in trademark registrations and applications, to record this Assignment, as to the assigned Marks

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 25 day of August, 2021.

WEMEDIA SHOPPING NETWORK
TECHNOLOGY CO., LTD

SUPERORDINARYUSA HOLDCO, INC.

By:  _____

By:  _____

Title: Julian Reis, Chief Executive Officer

Title: Michael van den Berg, Global General Counsel

Date: 08 / 25 / 2021

Date: 08 / 25 / 2021

TRADEMARK

Schedule 1

Trademark	Country	Application Number	Registration Number
SUPERORDINARYCO	USA	88300241	-