

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM673737

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yeming (Shanghai) Trading Company		07/27/2021	Organization: CHINA
RECEIVING PARTY DATA			
Name:	Hakuku Matata Company Limited		
Street Address:	Room 1203, 12/F, W50		
City:	50 Wong Chuk Hang Road		
State/Country:	HONG KONG		
Entity Type:	Limited Liability Company: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5569137	MEANT2TOBE	
CORRESPONDENCE DATA			
Fax Number:	2026725399		
<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:	713-276-5500		
Email:	ipdocketing@foley.com, sfelde@foley.com		
Correspondent Name:	Foley & Lardner LLP		
Address Line 1:	3000 K Street, N.W. Suite 600		
Address Line 4:	Washington, D.C. 20007-5109		
ATTORNEY DOCKET NUMBER:	128509-6000		
DOMESTIC REPRESENTATIVE			
Name:	Terrell R. Miller		
Address Line 1:	3000 K Street, N.W. Suite 600		
Address Line 2:	Foley & Lardner LLP		
Address Line 4:	Washington, D.C. 20007-5109		
NAME OF SUBMITTER:	Sara M. Felde		
SIGNATURE:	/Sara M. Felde/		
DATE SIGNED:	09/10/2021		

OP \$40.00 5569137

Total Attachments: 7

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INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (this “**Assignment**”) is entered into as of July 27, 2021, by and between (i) **Hakuku Matata Company Limited**, a limited liability company organized under the laws of Hong Kong (the “**Assignee**”), and (ii) **Yeming (Shanghai) Trading Company** (in Chinese: 上海叶明贸易商行), an organization organized under the laws of PRC with registration number 91310109833454533D and investor of YE Yazhen (in Chinese: 叶雅珍) (the “**Assignor**”). Capitalized terms used but not defined herein shall have the respective meanings given to such terms in that certain Asset Transfer Agreement, dated as of the date hereof, entered by and between the Assignee, as the Transferee and the Assignor, as the Transferor (the “**Transfer Agreement**”).

RECITALS

WHEREAS, pursuant to the terms of the Transfer Agreement, the Assignor has agreed to assign to the Assignee the Intellectual Property assets, and the Assignee has agreed to accept such assignment, and the Assignor and the Assignee have agreed to execute and deliver this Assignment for recording with the applicable governmental authorities, including without limitation the U.S. Patent and Trademark Office and other Intellectual Property registration authorities in other jurisdictions, and domain name registrars.

NOW, THEREFORE, in consideration for the execution of the Transfer Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the Assignor and the Assignee hereby agree as follows:

1. **Sale, Transfer, Assignment, Delivery and Conveyance.** The Assignor does hereby absolutely, unconditionally and irrevocably sell, transfer, assign, deliver and otherwise convey to the Assignee, and the Assignee does hereby purchase, acquire and accept from the Assignor, all of the Assignor’s rights, title and interest, throughout the world, in, to and under the Intellectual Property assets, including without limitation (i) all of the patents and patent applications identified on **Schedule A** hereto, and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof, (ii) all of the registered trademarks and trademark applications identified on **Schedule B** hereto, together with the goodwill connected with the use of and symbolized thereby and all issuances, extensions and renewals thereof, (iii) all of the registered copyrights and copyright applications identified on **Schedule C** attached hereto, together with the goodwill connected with the use thereof, and (iv) all of the domain names identified on **Schedule D** hereto, including all intellectual property rights of any website associated with any such domain name, together with all rights of any kind whatsoever of the Assignor accruing under any of the Intellectual Property assets provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world, including without limitation any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any of the Intellectual Property assets, and all rights of action and defenses accrued, accruing and to accrue in respect of the Intellectual Property assets, including without limitation the right to sue or otherwise recover for past infringement and to receive all damages, payments, costs and fees associated therewith and to fully and entirely stand in the place of the Assignor in all matters related to all of the foregoing (collectively, the “**Assigned IP**”), in each case free and clear of any Liens. The Assignor hereby waives any moral rights, or rights equivalent thereto, that the Assignor may have in or to the Assigned IP worldwide and any such rights in or to any underlying works which exclusively or primarily relate to the Assigned IP, in each case without compensation or the need

for further action by any Person. To the extent that the foregoing waiver is ineffective under applicable law, the Assignor agrees that it shall not assert such moral rights against the Assignee or any other Person. This foregoing assignment is intended to be an absolute assignment and not by way of security.

2. Power of Attorney and Further Assurances. The Assignor hereby constitutes and appoints the Assignee as the true and lawful agent and attorney-in-fact of the Assignor, with full power of substitution and resubstitution, in whole or in part, in the name and stead of the Assignor but on behalf and for the benefit of the Assignee and its successors and assigns, from time to time solely to institute and prosecute, in the name of the Assignor or otherwise, any and all proceedings at law, in equity or otherwise, that the Assignee or its successors and assigns may deem proper to obtain, apply for, register and otherwise secure the Assignee's rights in the Assigned IP. Without limitation of the foregoing, the Assignor agrees to cooperate with the Assignee in taking any action which the Assignee reasonably requests to perfect or enforce the Assignee's rights in the Assigned IP, and the Assignor agrees to execute any and all documents reasonably necessary or appropriate to obtain and enforce copyrights, patents, trademarks and trade secrets in the Assigned IP, including specific assignments of such Assigned IP for particular products or developments, and agrees to execute all lawful papers, make all rightful oaths and other actions reasonably required or necessary to aid the Assignee, its successors and assigns in obtaining and enforcing its rights in and to the Assigned IP in the United States and throughout the world.

3. Counterparts. This Assignment may be executed in two or more counterparts, each of which shall be deemed to constitute an original, but all of which together shall constitute one and the same document.

4. Successors and Assigns. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

5. Recordation. The Assignor hereby authorizes the Commissioner for Patents, the Commissioner for Trademarks, and any other governmental officials, and the applicable domain name registrars to record and register this Assignment upon request by the Assignee.

6. Entire Agreement. This Assignment is made pursuant to the Transfer Agreement and is subject to the terms thereof. Nothing contained in this Assignment shall be construed to enlarge, limit, modify or alter the rights of the Assignor or the Assignee under the Transfer Agreement. This Assignment is made solely for the purpose of separately evidencing and effectuating certain of the Transactions and, in the event of any conflict or inconsistency between this Assignment and the Transfer Agreement, the terms of the Transfer Agreement shall govern.

7. Miscellaneous. This Assignment, and any and all disputes directly or indirectly arising out of or relating to this Assignment, will be governed by and construed in accordance with the laws of the People's Republic of China, without reference to the choice of law rules thereof. Each of the parties hereby irrevocably consents to the arbitration provision set forth in 12.2 of the Transfer Agreement. If any provision of this Assignment is held unenforceable by a court of competent jurisdiction, the other provisions will remain in full force and effect. If legally permitted, the unenforceable provision will be replaced with an enforceable provision that as nearly as possible gives effect to the parties' intent. A waiver of rights under this Assignment will not be effective unless it is in writing and signed by an authorized representative of the party that is waiving the rights. This Assignment may not be amended unless the amendment is in writing and signed by authorized representatives of both parties hereto.

[SIGNATURES ON FOLLOWING PAGE]

TRADEMARK
REEL: 007418 FRAME: 0581

IN WITNESS WHEREOF, the undersigned have executed this INTELLECTUAL PROPERTY ASSIGNMENT as of the day and year first above written.

ASSIGNEE:

Hakuku Matsui Company Limited

By: Yehuan CHEN
Name: Director
Title: _____

Chenyehuan

ASSIGNOR:

Yeming (Shanghai) Trading Company
(in Chinese: 上海叶明贸易商行)

By: _____
Name: Ye Yazhen (叶雅珍)
Title: Authorized Signatory



SCHEDULE A

Patents

N/A.

SCHEDULE B

Registered Trademarks

No.	Name	Application Number	Class	Type	Country or Region	Status
1	MEANT2TOBE	2154608	14	Trademark	Australia	Filed on 2021-02-09, under examination
2	MEANT2TOBE	2154611	21	Trademark	Australia	
3	MEANT2TOBE	2083031	14 & 21	Trademark	Canada	Filed on 2021-02-07, under examination
4	MEANT2TOBE	210244	14 & 21	Trademark	Japan	Filed on 2021-02-09, under examination
5	MEANT2TOBE	018389149	14 & 21	Trademark	EU	Issued, registered on 2021-05-20
6	MEANT2TOBE	UK00003590677	14 & 21	Trademark	UK	Issued, valid from 2021-02-05 to 2031-02-05
7	MEANT2TOBE	Ser. No. 87777270 Reg. No. 5569137	16	Trademark	USA	Issued, registered on 2018-09-25

SCHEDULE C

Registered Copyrights

No.	Name	Application Number	Class	Type	Country or Region	Status
1	Fabulous Style Tiara	VAu 2-229-480	/	Copyright	USA	Effective date of registration 2020-12-17
2	Forest Style Tiara	VAu 2-220-433	/	Copyright	USA	Effective date of registration 2020-07-14
3	QUEEN Style Tiara	VAu 2-218-424	/	Copyright	USA	Effective date of registration 2020-07-14
4	Star Tiara	VAu 2-180-730	/	Copyright	USA	Effective date of registration 2019-10-09

SCHEDULE D

Domain Names

N/A