

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM723138

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shenzhen Bokaize Keji Limited		04/21/2022	limited company (Ltd.): CHINA
RECEIVING PARTY DATA			
Name:	Shenzhen Xiaohuizi E-Commerce Co., Ltd.		
Street Address:	2/F, BLDG 8, Xinxintian Industrial Zone, Xinsha Rd., Shajing St., Bao'an Dist.,		
City:	Shenzhen		
State/Country:	CHINA		
Postal Code:	518000		
Entity Type:	limited company (Ltd.): CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6314497	JESBENA	
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:	atkins1711@gmail.com		
Correspondent Name:	CHEN KAIXIANG		
Address Line 1:	1156 S Saint Paul St.		
Address Line 4:	Denver, COLORADO 80210		
NAME OF SUBMITTER:	CHEN KAIXIANG		
SIGNATURE:	/CHEN KAIXIANG/		
DATE SIGNED:	04/22/2022		
Total Attachments: 1			
source=Jesbena DOA#page1.tif			

OP \$40.00 6314497

ASSIGNMENT OF TRADEMARK

Whereas Shenzhen Bokaize Keji Limited
(name of assignor)

Of C206, Aniunda-Dasha, Jinhua Road, Fubao St., Futian Free Trade Zone, Shenzhen CHINA
(address)

Owms Trademark Registration Number # 6314497
Word Mark Jesbena

Whereas Shenzhen Xiaohuizi E-Commerce Co., Ltd.
(name of assignee)

Of 2/F, BLDG 8, Xinxintian Industrial Zone, Xinsha Rd., Shaling St., Bao'an Dist., Shenzhen, CHINA
(address)

Whereas, The Assignee desires to acquire from the Assignor all of Assignor's right, title and interest in and to the Trademark application and/or registration, together with the benefit of any use of the Trademark by the Assignor, and the goodwill of the business relations to the Trademark and to the wares or services associated with it, to hold unto the Assignee absolutely.

Now therefore, in consideration of the payment of one dollar (\$1.00) and for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

Trademark Assignment, the Assignor hereby sells, transfers and assigns to the Assignee, its successors and assigns, the Assignor's entire right, title and interest in and to the Trademark application and/or registrations, together with (i) the benefit of any use of the Trademark by the Assignor (ii) the goodwill of the business relations to the Trademark and to the wares or services associated with it, (iii) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademark(s) to hold unto the Assignee absolutely.

CHEN KAIXIANG

(Signature of assignor);

2022-4-21

Date of Execution

President

Name and Title of signatory
if assignor is a corporation