

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM735403

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MooBeat Business Inc		06/17/2022	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	Dongguanshi Xiaokui E-commerce Limited Company		
Street Address:	Room 601, Building 1, No. 3, 1st Road		
Internal Address:	Songgang Industrial Zone, Huaide, Humen Town		
City:	Dongguan		
State/Country:	CHINA		
Postal Code:	523926		
Entity Type:	Limited Liability Company: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6653439	HEROSWEET	
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:	cathywalmart@aliyun.com		
Correspondent Name:	Ling Lili		
Address Line 1:	Room 601, Building 1, No. 3, 1st Road		
Address Line 2:	Songgang Industrial Zone, Huaide, Humen		
Address Line 4:	Dongguan, CHINA 523926		
NAME OF SUBMITTER:	Murphy C Ian		
SIGNATURE:	/Murphy C Ian/		
DATE SIGNED:	06/17/2022		
Total Attachments: 2			
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OP \$40.00 6653439

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement(hereinafter referred to as this "ASSIGNMENT") is made and entered into this **17th day of June 2022**, by and between

MooBeat Business Inc, a corporation company located in **830 N Taft Ave, Loveland, CO, 80537, United States** (hereinafter referred to as "ASSIGNOR") and

Dongguanshi Xiaokui E-commerce Limited Company, a limited liability company located in **Room 601, Building 1, No. 3, 1st Road, Songgang Industrial Zone, Huaide, Humen Town, Dongguan City, China 523926** (hereinafter referred to as "ASSIGNEE")

With respect to US Registration(or Serial) Number **6653439** trademark **HEROSWEET** (hereinafter referred to as "MARK"), including, without limitation, all variations thereof and all associated applications and registrations.

1. For US\$500.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all rights, title and interest throughout the world in perpetuity, including all statutory and common law rights, in and to the MARK, together with all goodwill symbolized by or otherwise associated with the MARK and the rights to sue, make claims, and recover damages for any past, present or future infringement of the MARK; all of such rights, title and interest to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this agreement not been made. Further, ASSIGNOR hereby expressly acknowledges that all of its uses of the MARK after the effective date of this ASSIGNMENT will inure to the sole and exclusive benefits of ASSIGNEE, its successors and assigns.
2. ASSIGNOR hereby represents, warrants and covenants that: (a) ASSIGNOR is the record owner of the MARK, (b) ASSIGNOR has not heretofore assigned, licensed or otherwise transferred the MARK, (C) ASSIGNOR has the power and authority to execute and deliver this ASSIGNMENT and has taken all action necessary to authorize the transactions contemplated hereby and thereby, (d) ASSIGNOR may lawfully and without violating any obligation to any third party sell, convey, transfer, assign and deliver to ASSIGNEE all rights, title and interest in and to the MARK, free and clear of all liens, pledges, security interests, restrictions, prior assignments and claims of any kind or rights owned by any third party.
3. ASSIGNEE will defend, indemnify and hold the ASSIGNOR, its officers, directors, equity holders, managers, agents and representatives harmless from and against any claim, suit, loss, damage, demands, injuries or expenses (including reasonable attorney's fees and disbursements) arising out a breach of ASSIGNEE's representatives, warranties and obligations or caused by merchandise produced by ASSIGNEE or an action by ASSIGNEE.
4. ASSIGNOR should assist ASSIGNEE complete Amazon brand registry for ASSIGNEE's Amazon shop
5. IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the Effective Date.

ASSIGNOR

ASSIGNEE

MooBeat Business Inc

Dongguanshi Xiaokui E-commerce Limited Company

President
Signature



Murphy Clan

Owner
Signature

Ling Lili