

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM810223

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CHEN KAIXIANG		05/12/2023	INDIVIDUAL: CHINA
RECEIVING PARTY DATA			
Name:	Nanhu New District Huanpai Firm		
Street Address:	Rm 1902,BLK Y,Jinxing Yuezhou Diyuan, Liushanmiao Community,Nanhu New Dist.,		
City:	Yueyang, Hunan		
State/Country:	CHINA		
Postal Code:	414000		
Entity Type:	Sole Proprietorship: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6300367	LRURE	
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:	05/14/2023		
Total Attachments: 1			
source=LRURE DOA#page1.tif			

OP \$40.00 6300367

ASSIGNMENT OF TRADEMARK

Whereas, CHEN KAIXIANG

(Name of Assignor)

Of NO.1401, B BLOCK, JINGNAN HUATING, NO.107, JINGNAN RD, LONGGANG DIST.,
SHENZHEN, GUANGDONG CHINA 518000

(Address)

Owns trademark application/registration number: 6300367; Word Mark: Lure

Whereas, Nanhu New District Huanpai Firm

(Name of Assignee)

Of Rm 1902, BLK Y, Jinxing Yuezhou Di Yuan, Liushanmiao Community, Nanhu New Dist., Yueyang,
Hunan CHINA 414000

(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 certain assets 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);

05/12/2023
Date of Execution

OWNER

Name and Title of signatory if assignor is a corporation