

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM814521

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SWATCH-ING TECH INC		05/31/2023	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	OZGUNAYDIN ADVERTISING LLC		
<b>Street Address:</b>	45 E MAIN ST SUITE 106		
<b>City:</b>	FREEHOLD		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07728		
<b>Entity Type:</b>	Limited Liability Company: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6870450	GFEEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8327889775		
<b>Email:</b>	trademark.texas@gmail.com		
<b>Correspondent Name:</b>	Gokten, Nuri		
<b>Address Line 1:</b>	3616 Richmond Ave Ste. 1908		
<b>Address Line 4:</b>	Houston, TEXAS 77046		
<b>ATTORNEY DOCKET NUMBER:</b>	Gfeel		
<b>NAME OF SUBMITTER:</b>	Gokten, Nuri		
<b>SIGNATURE:</b>	/NuriGokten/		
<b>DATE SIGNED:</b>	06/01/2023		
<b>Total Attachments: 3</b>			
source=GFeel Trademark Assignment Agreement(1)#page1.tif			
source=GFeel Trademark Assignment Agreement(1)#page2.tif			
source=GFeel Trademark Assignment Agreement(1)#page3.tif			

OP \$40.00 6870450

ASSIGNMENT OF TRADEMARK

Whereas SWATCH-ING TECH INC (“Assignor”)

of 9638 RUSH STREET STE E SOUTH EL MONTE CALIFORNIA 91733,

a California corporation

Owns Trademark reg. no. 6870450

Word Mark GFEEL.

Whereas OZGUNAYDIN ADVERTISING LLC (“Assignee”)

of 45 E MAIN ST SUITE 106, FREEHOLD, NJ 07728,

a New Jersey limited liability company

Desires to own the above-referenced Trademark.

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

Whereas, the Assignor warrants that they have supplied the Assignee with copies of any co-existence agreements, consent letters, or licensing agreements that affect the Trademark(s) and the Assignee has found them acceptable.

Now therefore, in consideration of the payment of \$2,800 USD before discounts and commissions 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(s) and/or registration(s), together with (i) the benefit of any use of the Trademark(s) by the Assignor (ii) the goodwill of the business relations to the Trademark(s) and to the wares or services associated with it, (iii) any and all relevant social media accounts, high resolution logo files, and domain names held by Assignor if applicable, (iv) all income, royalties and damages hereafter due or payable to Assignor with respect to the Trademark(s) to hold unto the Assignee absolutely.

If applicable, Assignor will withdraw from Amazon Brand Registry or transfer their Brand-Registered Amazon account to Assignee as soon as possible so that buyer can have access to Brand Registry. If Assignee is unable to get Amazon Brand Registry access because of Assignor's inaction, Assignor will take the necessary steps to clear the way for Assignee to get Amazon Brand Registry access.

During the first three months following the execution of the Assignment, if requested to do so by Assignee, Assignor will respond to third party ownership verification inquiries sent by online platforms such as Amazon Brand Registry, Instagram, and the Apple App Store in the manner required to verify that Assignee is the new owner of the Trademark(s).

Aside from the above, Assignor is not required to take any affirmative steps to verify Assignee's ownership of the Trademark(s). If Assignee wishes to record the Assignment with the United States Patent and Trademark Office, Assignee is responsible for doing so.

A neutral third party will hold the payment described above until the following conditions are satisfied:

1. This agreement is signed by both parties and thus the trademark assignment is executed and legally valid.
2. Assignor has validly initiated the transfer of the relevant domain name(s), if any.
3. Assignor has removed any potential barriers to Amazon Brand Registry access, including removal of their brand from Amazon Brand Registry, if applicable, in order to free the brand for Amazon Brand Registry access by the buyer.
4.
  - A. Assignee has successfully gained access to Amazon Brand Registry after properly following instructions given by Communer.
  - B. If Assignee does not apply for Amazon Brand Registry within one week following execution of this Agreement, or does not immediately plan to use the trademark on Amazon, then the Amazon Brand Registry requirements of this agreement are waived.
  - C. If Assignee does not have access to Amazon Brand Registry after one week or more, but the reason is due to required action from Assignee rather than Assignor, then the Amazon Brand Registry requirements of this agreement are waived. Assignor is still required to forward any Amazon verification codes to Assignee for three months following the sale, even after receiving payment.

This Agreement and any dispute or controversy arising out of or relating to this Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to the conflict of law principles thereof.

Date of Execution: May 31, 2023

*Chen Lijun*

Chen Lijun (Jun 1, 2023 06:54 GMT+8)

---

Signature of Assignor;

Chen Lijun  
President, Swatch-ing Tech Inc  
Assignor

*BURHAN OZGUNAYDIN*

BURHAN OZGUNAYDIN (May 31, 2023 12:48 EDT)

---

Signature of Assignee;

Burhan Ozgunaydin  
Owner, OZGUNAYDIN ADVERTISING LLC  
Assignee