

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313198

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Billy Chen		07/14/2014	INDIVIDUAL:
Michael Chen		07/14/2014	INDIVIDUAL:
Wen Wei		07/14/2014	INDIVIDUAL:
Donald Giang		07/14/2014	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	BV Franchises Inc.		
Street Address:	315 Cloverleaf Drive		
Internal Address:	Suite K		
City:	Baldwin Park		
State/Country:	CALIFORNIA		
Postal Code:	91706		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4469996	BEYOND	
Serial Number:	86272052	BEYOND	
Serial Number:	86155603	BEYOND	
CORRESPONDENCE DATA			
Fax Number:	8013550160		
<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:	6505374504		
Email:	trademarks@patentlawworks.net		
Correspondent Name:	Hoang-chi Truong		
Address Line 1:	201 S. Main Street		
Address Line 2:	Suite 250		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	10158-00502-00001 US		
NAME OF SUBMITTER:	Hoang-chi Truong		
SIGNATURE:	/hoangchitruong/		


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DATE SIGNED:	08/06/2014
Total Attachments: 2 source=00502-00001 US 2014-07-14 - Assignment (10158)#page1.tif source=00502-00001 US 2014-07-14 - Assignment (10158)#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into as of 7/14/14, 2014, by and between Billy Chen, Michael Chen, Wen Wei, and Donald Giang, individuals having a place of business at 315 Cloverleaf Drive, Suite K, Baldwin Park, CA 91706 ("Assignors"), and BV Franchises Inc., a California corporation, having its principal place of business at 315 Cloverleaf Drive, Suite K, Baldwin Park, CA 91706 ("Assignee").

WHEREAS, Assignors are the owners of U.S. Trademark Registration No. 4,469,996 for BEYOND and U.S. Trademark Application Nos. 86/272,052 and 86/155,603 for BEYOND

and , respectively (collectively the "Trademarks");

WHEREAS, Assignee is desirous of acquiring said Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors and Assignee each hereby agree as follows:

1. Assignment. Assignors hereby assign, transfer, convey, and deliver to Assignee and its successors and assigns all right, title, and interest in, to, and under the Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Trademarks, and all registrations that have been or may be granted for any of the Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Trademarks and symbolized thereby, together with the right to sue and recover damages for past, present, and future infringements of the Trademarks and to fully and entirely stand in the place of Assignors in all matters related to the Trademarks.

2. Further Assurances. Assignors agree to execute and deliver such other documents and to take all such other actions which Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

3. Miscellaneous. This Assignment shall be governed by, and construed in accordance with the laws of the State of California without reference to such state's principles of conflicts of law. This Assignment may not be supplemented, altered, or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees, and successors. This Assignment and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, Assignors and Assignee have executed this Assignment as of the day and year first above written.

Assignor - Billy Chen

By:  _____

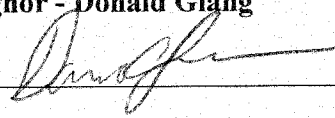
Assignor - Michael Chen

By:  _____

Assignor - Wen Wei

By:  _____

Assignor - Donald Giang

By:  _____

Assignee - BV Franchises Inc.

By:  _____

Name: Wen Wei

Title: CEO _____