

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM586221

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Full Fortune Brands Limited		04/20/2020	Private Limited Company: HONG KONG
RECEIVING PARTY DATA			
Name:	Full Fortune Intellectual Limited		
Street Address:	Rm 503 Wilson Hse 19-27 Wyndham St. Central		
City:	Hong Kong		
State/Country:	HONG KONG		
Entity Type:	Private Limited Company: HONG KONG		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5908627	HEY DUDE	
Registration Number:	5516629	HEY DUDE	
Registration Number:	5455302	HEY DUDE	
CORRESPONDENCE DATA			
Fax Number:	2482844091		
<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:	2482844091		
Email:	info@bridgeip.net		
Correspondent Name:	Michael A. Lisi - Bridge IP		
Address Line 1:	23716 Woodward Ave		
Address Line 4:	Pleasant Ridge, MICHIGAN 48069-1130		
ATTORNEY DOCKET NUMBER:	408.025119		
DOMESTIC REPRESENTATIVE			
Name:	Michael A. Lisi - Bridge IP		
Address Line 1:	23716 Woodward Ave		
Address Line 4:	Pleasant Ridge, MICHIGAN 48069-1130		
NAME OF SUBMITTER:	Michael A. Lisi		
SIGNATURE:	/Michael A. Lisi/		

OP \$90.00 5908627

DATE SIGNED:	07/13/2020
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Total Attachments: 3

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US INTELLECTUAL PROPERTY ASSIGNMENT

FULL FORTUNE BRANDS LIMITED, a private limited company of Hong Kong with an address at Units 502-503A, 5/F, Tower B, Manulife Financial Centre, No. 223-231 Wai Yip Street, Kwun Tong, Kowloon, Hong Kong (previous address: Unit 603 6/F, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong) ("**Assignor**"), wishes to assign to **FULL FORTUNE INTELLECTUAL LIMITED**, a Hong Kong private company limited by shares with an address at Rm 503 Wilson Hse 19-27 Wyndham St. Central, Hong Kong ("**Assignee**") the entire right, title and interest in and to the "**Assigned Rights**" in the United States as identified in Schedule A, attached.

In view of the payment of United States Ten Dollars (US\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee, any and all right, title and interest in and to the Assigned Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this US Intellectual Property Assignment.

This US Intellectual Property Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have executed this US Intellectual Property Assignment on the dates set forth below.

Assignor
FULL FORTUNE BRANDS LIMITED

Dated: 20th April, 2020

By: *For and on behalf of*
Full Fortune Brands Limited

Its: 
.....
Authorized Signature(s)

Assignee
FULL FORTUNE INTELLECTUAL LIMITED


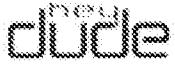
Dated: 20th April, 2020

By: *For and on behalf of*
Full Fortune Intellectual Limited

Its: 
.....
Authorized Signature(s)

Schedule A - The Assigned Rights


1. Trademarks

- U.S. Trademark Reg. No. 5908627 for the composite mark  in International Class 25 issued November 12, 2019;
- U.S. Trademark Reg. No. 5516629 for the word mark HEY DUDE in International Class 25 issued July 17, 2018;
- U.S. Trademark Reg. No. 5455302 for the composite mark  in International Class 25 issued April 24, 2018; and
- any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the marks are used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof rights to collect royalties, licensee fees and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.
- Trademark rights in the slogans WE MAKE GREAT SHOES and WE TAKE YOU ANYWHERE.

2. Copyrights

- U.S. Copyright Reg. No. VA 2137894 for the work titled "Wally Style Sole" registered August 3, 2018;
- The unregistered works of authorship depicted below with the following titles:

Title	Works
Amazon Brand Page	https://www.amazon.com/heydude - photos, graphics and text
Youtube Heydude Channel	https://www.youtube.com/channel/UCbldDDwfm37CCZcgSpXPhBg - photos, videos, graphics and text
Marketing Contents	https://www.dropbox.com/sh/a1123tlwl2vaf9d/AAA7A4UV_Ums83_jBPf9gszwa?dl=0 - photos, videos, graphics and text
Marketing Contents	https://www.jianguoyun.com/d/home#/sandbox/eb03e377e428664dabdc131/%2FHEYDUDE%20Distributors%20Shared%20Marketing%2FHD%20PHOTOS%20%26%20VIDEOS - photos, videos, graphics and text



2. Domain names and other E-commerce Intangible Assets

DOMAIN Names

- heydudeshoes.com
- heydudeshoes.cn
- heydudeshoesusa.com
- hey-d.com
- Heydudeshoes-hk.com

SOCIAL MEDIA Accounts

- <https://www.facebook.com/HeyDudeShoesUSA/>
- <https://www.pinterest.com/heydudeshoes/>
- https://biz.yelp.com/home/_vcvbWzZljQyGPg5IX8Sew/
- <https://www.instagram.com/heydudeshoes/>
- <https://www.instagram.com/wetakeyouanywhere/>
- <https://twitter.com/HeyDudeShoesUSA>
- <https://www.linkedin.com/company/heydude/>

HASHTAGS:

- #HeyDudeShoes
- #HeyDude
- #WeTakeYouAnywhere
- #DudeShoes
- #HeyDudeWally
- #HeyDudeWendy
- #HeyDudeMikka
- #HeyDudeYouth
- #heydudeambassador

3. Miscellaneous

- USA wholesale and retail customers relationship/list
- E-mail subscribers of related websites
- any and all rights and privileges provided under the trademark copyright, trade secret and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof rights to collect royalties, licensee fees and proceeds in connection with any of the foregoing and all rights to sue for past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.

