

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM692235

<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>
Purpose Pet Food LLC		11/01/2021	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bark N Purr Trading Company Limited		
<b>Street Address:</b>	Room 02, 10/F, Block B, Texaco Road Industrial Centre, 14-22 Wang Lung Street		
<b>City:</b>	Tsuen Wan		
<b>State/Country:</b>	HONG KONG		
<b>Entity Type:</b>	Private Limited Company: HONG KONG		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5797070	PURPOSE	
<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>	716-853-1111		
<b>Email:</b>	cpcanahai@klosslaw.com		
<b>Correspondent Name:</b>	Caitlin Canahai		
<b>Address Line 1:</b>	9545 Main Street		
<b>Address Line 4:</b>	Clarence, NEW YORK 14031		
<b>NAME OF SUBMITTER:</b>	Caitlin Canahai		
<b>SIGNATURE:</b>	/Caitlin Canahai/		
<b>DATE SIGNED:</b>	12/03/2021		
<b>Total Attachments: 3</b>			
source=TM Assignment#page1.tif			
source=TM Assignment#page2.tif			
source=TM Assignment#page3.tif			

OP \$40.00 5797070

## Trademark Assignment Agreement

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of November 1st, 2021, is made by Purpose Pet Food LLC ("Assignor"), a New York limited liability company, with a principal office at 244 Fifth Avenue, Suite #D159, New York, New York 10001 and Bark N Purr Trading Company Limited ("Assignee"), a private limited company organized under the laws of Hong Kong, with a principal office at Room 02, 10/F, Block B, Texaco Road Industrial Centre, 14-22 Wang Lung Street, Tsuen Wan, Hong Kong SAR.

WHEREAS, Assignor desires to convey, transfer, and assign to Assignee certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office, and Assignee desires to acquire such intellectual property rights.

NOW THEREFORE, Assignor and Assignee agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee all of Assignor's right, title, and interest in and to the following:
  - a. the trademark registration set forth on Schedule I hereto and all issuances, extensions, and renewals there of (the "Assigned Trademark"), together with the goodwill of the business connected with the use of and symbolized by, the Assigned Trademark.
  - b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
  - c. any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respond to any and all of the foregoing; and
  - d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation and Further Actions. Assignor will cooperate with Assignee to prepare and file applications to register, record, and/or maintain rights to the Assigned Trademark transferred hereunder, with the United States Patent and Trademark Office. Assignor shall

execute such other documents and perform such other acts as may reasonably be requested by Assignee to effect, evidence, or perfect the terms of this Trademark Assignment.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.
4. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action whether in contract, tort, or otherwise based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States, without giving effect to any choice or conflict of law provision.

IN WITNESS WHEREOF, the parties have duly executed this Trademark Agreement as of the date first written above.

**ASSIGNOR:**

**PURPOSE PET FOOD LLC**



By: Serkan Kutubay  
Title: President

**ASSIGNEE:**

**BARK N PURR TRADING COMPANY LIMITED**



By: Zee Naba Yee Jusohainee  
Title: DIRECTOR

Schedule 1

Mark	Jurisdiction	Registration Number	Registration Date
PURPOSE	United States	5797070	July 7, 2019