

**POWER OF ATTORNEY**

**PRINCIPAL:** \_\_\_\_\_

Address: \_\_\_\_\_

Representative: \_\_\_\_\_

Title: \_\_\_\_\_

**AGENTS: East IP Limited; East IP (Shanghai) Limited;**  
Joseph Simone; Dan Plane; Helen Tang; Joshua Miller; 刘晔萍 (Irene Liu); and Joann Chan

Principal hereby authorizes Agents to appoint lawyers, trademark agents, and/or other entities/individuals that provide intellectual property and/or investigation services to act on Principal's behalf in the People's Republic of China, Hong Kong, Macau, and Taiwan, within the scope of matters set forth as follows:

- Noncontentious trademark matters, including preparation and filing of:
  - trademark applications and appeals of rejected trademark applications
  - changes to registered mark or pending trademark application particulars, including deletion of designated goods/services and applicant/registrant name/address
  - requests to withdraw Principal's pending trademark applications
  - applications for approval of assignment of trademark applications/registrations
  - trademark renewal applications
  - applications for reissuance of registration certificates after changes/assignment/renewal
  - applications voluntarily to cancel Principal's registered trademarks
  - requests for issuance of certified copies of trademark registration certificates
  - requests for Chinese-language certification of extensions of International Registrations
  - applications for recordation of trademark license contracts
  - change of trademark agents
- Contentious trademark matters, including preparation and filing of:
  - trademark oppositions and responses in defense of trademark oppositions
  - appeals of unfavorable trademark opposition decisions
  - requests to withdraw pending trademark oppositions filed by Principal
  - trademark cancellations/invalidations and responses in defense thereof
  - appeals of unfavorable trademark cancellation/invalidation decisions
  - requests to withdraw pending cancellations/invalidations filed by Principal
- Removal of trademarks where the registrant is liquidated/dead
- Other registry-related trademark matters not specifically stated above
- Customs recordation of intellectual property rights
- Administrative enforcement of Principal's registered trademarks
- Investigations and company searches
- Copyright registration and assignment application preparation and filing
- Design patent matters, including applications, enforcement and related matters
- Domain name registrations and dispute resolution proceedings
- Arranging for notarizations of evidence
- Negotiation of agreements to settle disputes
- Execution of all related documents required to effect any of the above authorizations

This Power of Attorney is effective as of the date stated below and will remain effective until Principal terminates it in writing (including by email).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_, 2024

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