



**MDA 10-5-98**

**100848974**

To the Assistant Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

**Modaprima Italiana S.R.L.**

- Individuals(s)
- General Partnership
- Corporation-Country - Italy
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 6, 1998

2. Name and address of receiving party(ies)

Name: **Cheil Industries Inc.**

Internal Address:

Street Address: #105 Chimsan-Don

City: Buk-Gu, Taegu

Country: **Republic of Korea**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-Country Korea
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

Additional names(s) & address(es) attached?  Yes  No

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s) **75/107,182**

B. Trademark Registration No.(s)

**2,151,295 and 2,151,302**

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Joan L. Dillon**

Internal Address: **Kilpatrick Stockton LLP  
Suite 2800**

Street Address: **1100 Peachtree Street**

City: **Atlanta** State: **GA** Zip: **30309**

6. Total number of applications and registrations involved: **3**

7. Total fee (37 CFR 3.41).....\$ **90.00**

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

11-0860

**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

**Joan L. Dillon**

Name of Person Signing

Signature

**October 2, 1998**

Date

Total number of pages including cover sheet, attachments, and document:

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REGISTRANT : Cheil Industries, Inc.  
TRADEMARKS : VINCERE, Registration No. 2,151,295  
VINCERE & Design, Registration No. 2,151,302  
VNC (Stylized), Serial No. 75/107,182

Assistant Commissioner of Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202

DESIGNATION OF DOMESTIC REPRESENTATIVE

The law firm of Kilpatrick Stockton LLP, whose postal address is 1100 Peachtree Street, Atlanta, Georgia 30309-4530, is hereby designated as registrant's U.S. representative upon which notice or process in proceedings affecting the marks may be served.

CHEIL INDUSTRIES, INC.

By: 

Dae Yun Won  
Chief Executive Officer

Date: October 2, 1998

(U.S.A.)

## ASSIGNMENT

This ASSIGNMENT is made the 06 day of July, 1998 between Modaprima Italiana S.R.L., a corporation organized under the laws of Italy (The Assignor) and Cheil Industries Inc., a corporation organized under the laws of Korea (The Assignee).

### WHEREAS

The Assignor is the proprietor in U.S.A. of the Trademarks listed in the Schedule hereto (The Trademarks).

The Assignor has agreed to assign not only The Trademarks, but also the ongoing business associated with Assignor's anticipated use of the mark for the trademark application No. 75/107182 to the Assignee who is the Assignor's parent company and successor in interest to Assignor's entire operations, and the Assignee hereby accepts said assignment.

NOW THEREFORE, in consideration of US\$ 100, the Assignor hereby assigns to the Assignee the entire right, title and interest in and to The Trademarks together with the goodwill of the business concerned in the goods for which The Trademarks are registered.

### THE SCHEDULE

<u>Trademark</u>	<u>Registration No.</u>	<u>Application No.</u>
VINCERE	2151295	75/099539
VINCERE & BIRD DEVICE	2151302	75/106353
Stylized VNC		75/107182

Assignor Modaprima Italiana S.R.L.

By: Hwang Young Ki

Title: liquidator

Address: Via Ripamonti 332/10, 20141, Milano, Italia

Assignee Cheil Industries Inc.

By: [Signature]  
Dae Yun WON

Title: chief executive officer

Address: 290 Kongdan-dong, Gumi, KyongSangbuk-do, Republic of Korea