

RECORDED 01-24-2000

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Patent and Trademark Office

*M/S  
12/27/99*



101250951

To the Honorable Commissioner of Patent

record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Samsung Corporation

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other Korean corporation

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
Name: Cheil Industries Inc.  
290, Kongdan-Dong,  
Internal Address: Gumi,  
Kyungsangbuk-Do, Republic of Korea  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Korean corporation

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  Yes  No

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OPR/FINANCE

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: December 9, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)  
Nos. 2,234,453  
2,278,444

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: LEYDIG, VOIT & MAYER, LTD.  
Attention: Mark J. Liss  
Internal Address: [Case No.]  
202089

Street Address: 180 North Stetson  
Two Prudential Plaza, Suite 4900

City: Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved: 2

7. Total Fee (37 CFR 3.41) ..... \$ 65.00


Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 12-1216

(Attach duplicate copy of this page if paying by deposit account)

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.*

Lynn A. Sullivan                                            December 27, 1999  
Name of Person Signing                      Signature

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

U.S. Patent and Trademark Office  
Office of Public Records  
Crystal Gateway 4, Rm. 335  
Washington, D.C. 20231

TRADEMARK

REEL: 002011 FRAME: 0408

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48.00 CH  
50.00 CH  
01 FC:481  
02 FC:482

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

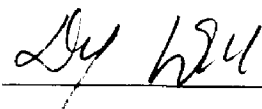
In re Assignment of Trademarks: ) Reg. No. 2, 234, 453  
) Mark: "R RAPIDO" (Stylized)  
From: Samsung Corporation )  
("Assignor") ) Reg. No. 2, 278, 444  
) Mark: "R RAPIDO" (Stylized)  
To: Cheil Industries Inc. )  
("Assignee") )

DESIGNATION OF DOMESTIC REPRESENTATIVE

Applicant, Cheil Industries Inc. (Assignee of Samsung Corporation), whose address is 290, Kongdan-Dong, Gumi, Kyungsangbuk-Do, Republic of Korea, hereby designates James D. Zalewa, Mark J. Liss, and members of the law firm of Leydig, Voit & Mayer, Ltd., whose postal address is Two Prudential Plaza, Suite 4900, Chicago, Illinois 60601, as its representative upon whom notice or process in proceedings affecting any of the above-mentioned marks may be served.

Cheil Industries Inc.

Date: December 9, 1999

By: 

Name: Dae-yun Won

Title: Chief Executive Officer

**TRADEMARK ASSIGNMENT**

WHEREAS, Samsung Corporation, a Korean corporation, currently located at 310, 2-ka, Taepyung-ro, Chung-ku, Seoul, Republic of Korea (formerly located at 250, 2-ka, Taepyung-ro, Chung-ku, Seoul, Republic of Korea), is the owner of all right, title and interest in and to the marks and registrations therefor listed on Schedule A, attached hereto and incorporated herein(hereafter, the "Marks"); and

WHEREAS, Cheil Industries Inc., a Korean corporation, 290, Kongdan-Dong, Gumi, Kyungsangbuk-Do, Republic of Korea, is desirous of acquiring the entire right, title and interest in and to said Marks, and registrations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Samsung Corporation does hereby assign and transfer unto Cheil Industries Inc. all right, title and interest in and to said Marks, and registrations, together with the goodwill of the business symbolized by said Marks, including all claims for damage by reason of past and/or current infringement of said Marks.

Samsung Corporation

By: Myung-Kwan Hyun

Name: Myung-Kwan Hyun

Title: Vice Chairman & C.E.O.

Dated: December 9, 1999

**TRADEMARK ASSIGNMENT**

**SCHEDULE A**

**U.S. Trademark Registrations**

<b><u>Trademark</u></b>	<b><u>Registration Number</u></b>
R RAPIDO (Stylized)	2,234,453
R RAPIDO (Stylized)	2,278,444