

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Cheil Industries Inc.		02/22/2006	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cheil America, Inc.		
<b>Street Address:</b>	1350 Avenue of the Americas		
<b>Internal Address:</b>	Suite 1110		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2014421		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)688-8315		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 688 5151		
<b>Email:</b>	pcousins@gibney.com		
<b>Correspondent Name:</b>	Peter Cousins		
<b>Address Line 1:</b>	665 Fifth Avenue		
<b>Address Line 2:</b>	Gibney, Anthony & Flaherty, LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>NAME OF SUBMITTER:</b>	Peter Cousins		
<b>Signature:</b>	/Peter Cousins/		
<b>Date:</b>	03/13/2006		

OP \$40.00 2014421

Total Attachments: 1  
source=bean pole assignment#page1.tif

## ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK (this "Assignment") is made and executed effective as of February 22, 2006, by Cheil Industries Inc., a Korean corporation ("Assignor"), in favor of Cheil America, Inc., a New York corporation ("Assignee").

WHEREAS, the Assignor, is the owner of the U.S. trademark BEAN POLE logo, registration No. 2014421 ( the "Mark"), as well as the good will associated with, corresponding to, symbolized by and embodied in the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

1. Transfer of the Mark. Assignor hereby assigns to Assignee Assignor's entire right, title and interest in and to the Mark and the U.S. trademark registration therefore for the United States, including the goodwill associated with the Mark.

2. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the United States Patent and Trademark Office. In addition, Assignor shall execute such other documents and perform such other acts as may reasonably be requested by Assignee to effect the terms of this Assignment, including without limitation the execution and filing of assignment forms in accordance with the laws and policies of jurisdictions outside the United States.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the date first above written.

Cheil Industries Inc.

By: 

Name: Jaehyun Bae