

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Amorepacific Corporation		06/22/2009	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	Etude Corporation		
Street Address:	181 2-ka Hangang-ro, Yongsan-ku		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Postal Code:	140-702		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2776027	ESPOIR	
CORRESPONDENCE DATA			
Fax Number:	(858)587-7658		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-587-7659		
Email:	LMAXHAM@MAXHAMFIRM.COM		
Correspondent Name:	THE MAXHAM FIRM		
Address Line 1:	9330 SCRANTON ROAD, SUITE 350		
Address Line 4:	SAN DIEGO, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	2008-7		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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**TRADEMARK
 REEL: 004012 FRAME: 0689**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lawrence A. Maxham

Signature:

/Lawrence A. Maxham/

Date:

06/26/2009

Total Attachments: 1

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ASSIGNMENT

WHEREAS **Amorepacific Corporation**, a corporation of the Republic of Korea, located and doing business at 181 2-ka Hangang-ro, Yongsan-ku, Seoul, Republic of Korea, (hereinafter "Assignor"), has adopted, used and is using a trademark

eSpoir

"*eSpoir*," which is registered in the United States Patent and Trademark Office, Registration No. 2,776,027, dated October 21, 2003; and

WHEREAS **Etude Corporation**, a corporation of the Republic of Korea, located and doing business at 181 2-ka Hangang-ro, Yongsan-ku, Seoul, Republic of Korea (hereinafter "Assignee"), is desirous of acquiring said trademark and the registration thereof:

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said trademark and said registration, together with the good will of the business symbolized by said trademark.

AMOREPACIFIC CORPORATION

By: *Kyung Bae Suh*
(signature)

Title: President
Name: Kyung-Bae Suh

Date: *June 22, 2009*

ETUDE CORPORATION

By: *Changsoo Yang*
(signature)

Title: President
Name: Chang-soo Yang

Date: *June 23, 2009*