

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
E.Land World Limited		11/01/2009	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	E.Land Retail Limited		
Street Address:	70-2, Jamwon-Dong, Seocho-G		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3706426	MODERN HOUSE	
CORRESPONDENCE DATA			
Fax Number:	(202)663-8007		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2026638000		
Email:	va-logocops@pillsburywinthrop.com		
Correspondent Name:	Patrick J. Jennings		
Address Line 1:	2300 N Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	25125/372062		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

CH \$40.00 3706426

Address Line 4:

NAME OF SUBMITTER:

Patrick J. Jennings

Signature:

/Pat Jennings/

Date:

03/15/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT made as of November 1, 2009 by and among E.Land World Limited, a corporation of the Republic of Korea, with an address of 19-8 Changjeon-Dong, Mapo-Gu, Seoul, Korea (the "Assignor"), and E.Land Retail Limited, a corporation of the Republic of Korea, with an address at 70-2, Jamwon-Dong, Seocho-G, Seoul, Korea (the "Assignee").

1. Assignor owns all right, title, and interest to United States Trademark Registration No. 3,706,426 for the mark MODERNHOUSE ("the Trademark"). Assignor wishes to assign all right, title, and interest to the Trademark to Assignee.

2. NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

3. Assignor also hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the Trademark pertains.

E.Land World Limited

By: _____

Name: KIM. YOUNG SOO

Title: Representative