

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		04/19/2010	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	Innisfree Corporation		
Street Address:	191, 2-ka, Hangang-ro, Yongsan-ku		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3687947	INNISFREE	
CORRESPONDENCE DATA			
Fax Number:	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 312-3750		
Email:	skb@msk.com		
Correspondent Name:	Steve Bevins/Mitchell Silberberg & Knupp		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	37442-000012		
DOMESTIC REPRESENTATIVE			
Name:	Evan M. Kent/Mitchell Silberberg & Knupp		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		

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NAME OF SUBMITTER:	Lucy B. Arant
Signature:	/LBA012362/
Date:	04/21/2010
Total Attachments: 1 source=Innisfreeassign#page1.tif	

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

“*innisfree*,” which is registered in the United States, Registration No. 3,687,947, dated September 29, 2009; and

WHEREAS Innisfree Corporation, a corporation of the Republic of Korea, located and doing business at 191, 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: K. B. Suh
(signature)

Title: President

Name: Kyung-Bae Suh

Innisfree Corporation

By: S. H. Ahn
(signature)

Title: President

Name: Sae-Hong Ahn

Date: April 19, 2010

Date: April 19, 2010