

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
Withus Corporation		08/17/2011	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	E.LAND RETAIL LIMITED		
Street Address:	70-2, Jamwon-dong, Seocho-gu		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3618301	MOCH BABY	
Registration Number:	3748136	M	
CORRESPONDENCE DATA			
Fax Number:	(708)383-8897		
Phone:	(708) 383-8801		
Email:	mmerz@merz-law.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Mary Catherine Merz		
Address Line 1:	1010 Lake Street, Suite 400		
Address Line 4:	Oak Park, ILLINOIS 60301-1135		
ATTORNEY DOCKET NUMBER:	22406, 22407		
DOMESTIC REPRESENTATIVE			
Name:	Mary Catherine Merz		
Address Line 1:	1010 Lake Street, Suite 400		

OP \$65.00 3618301

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**TRADEMARK
 REEL: 004629 FRAME: 0333**

Address Line 4: Oak Park, ILLINOIS 60301-1135

NAME OF SUBMITTER:

Mary Catherine Merz

Signature:

/Mary Catherine Merz/

Date:

09/23/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made between (1) WITHUS CORPORATION, a Republic of Korea corporation having its principal place of business at 7th Fl., Magickingdom Bldg. 158-25 Samsung-dong, Kangnam-gu, Seoul, REPUBLIC OF KOREA; and (2) E.LAND RETAIL LIMITED, a Republic of Korea corporation having its principal place of business at 70-2, JAMWON-DONG, SEOCHO-GU, SEOUL, REPUBLIC OF KOREA.

WHEREAS, WITHUS CORPORATION ("Assignor") has adopted, owns and is using in its business the trademark MOCH BABY, which has been registered for the United States under U.S. Trademark Registration No. 3,618,301 and the trademark M & Crown Device, which has been registered for the United States under U.S. Trademark Registration No. 3,748,136 ("the Trademarks");

WHEREAS, E.LAND RETAIL LIMITED ("Assignee") is desirous of using the Trademarks and acquiring the entire right, title and interest thereto, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of the mutual covenants of the parties, the parties agree as follows:

1. Assignor hereby sells, assigns, conveys and transfers unto Assignee all right, title and interest in, to and under the Trademarks together with (a) all associated common law rights, (b) the goodwill of the business symbolized thereby, and (c) all rights and privileges granted and secured thereby, including, without limitation, the right to sue and recover for any past or continuing infringement of the Trademarks, as well as the right to seek any and all remedies available at law or in equity;
2. all said right, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment of Trademarks had not been made.

WITHUS CORPORATION

By: 

Name: JIMAE PARK

Title: Director

Date: Aug 19, 2011

E.LAND RETAIL LIMITED

By: 

Name: YOON YEO YOUNG

Title: President

Date: Aug 17, 2011