

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		08/31/2012	CORPORATION: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	Etude Corporation		
Street Address:	Hangang-ro, Yongsan-gu		
Internal Address:	191, 2-ga		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3311723	FUN BY ESPOIR	
CORRESPONDENCE DATA			
Fax Number:	2033276401		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	trademark@ogrp.com		
Correspondent Name:	Terrence J. McAllister		
Address Line 1:	1 Landmark Square		
Address Line 2:	10TH FLOOR		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	0008727UST1		
DOMESTIC REPRESENTATIVE			
Name:	Terrence J. McAllister		
Address Line 1:	1 Landmark Square		


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Address Line 2: 10th Floor
Address Line 4: Stamford, CONNECTICUT 06901

NAME OF SUBMITTER:	Terrence J. McAllister
Signature:	/OGRP-TJM-ANA/
Date:	09/11/2012
Total Attachments: 1 source=Assignment(US)#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 the trademark

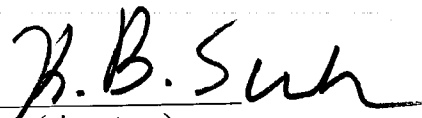

"fn by espoir" which is registered in the U.S.A., Registration No. 3311723, dated October 16, 2007; and

WHEREAS Etude Corporation, a corporation of the Republic of Korea, located and doing business at 191, 2-ga, Hangang-ro, Yongsan-gu, Seoul, Republic of Korea (hereinafter "Assignee"), is desirous of acquiring said trademark registration thereof:

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar (US\$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 registration, together with the good will of the business symbolized by said trademark.

Amorepacific Corporation

By:


(signature)

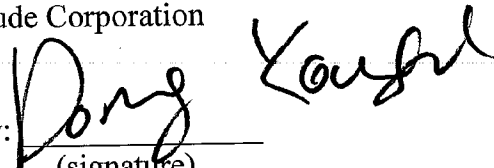
Title: President

Name: Kyung-Bae Suh

Date: August 31, 2012

Etude Corporation

By:


(signature)

Title: President

Name: Dong-Young Kim

Date: August 31, 2012