

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pace Shave, Inc.		06/19/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Dorco Co., Ltd.		
Street Address:	931 Golim-Dong, Cheoin-Gu		
City:	Yongin-Si, Kyunggi-Do		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4195955	DEMAND MORE FOR LESS	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(949) 760-0404		
Email:	pam.pascual@knobbe.com		
Correspondent Name:	Mincheol Kim		
Address Line 1:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 2:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	YOON19.012TUS		
DOMESTIC REPRESENTATIVE			
Name:	Mincheol Kim		
Address Line 1:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 2:	2040 Main Street, 14th Floor		

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Address Line 4: Irvine, CALIFORNIA 92614

NAME OF SUBMITTER:

Mincheol Kim

Signature:

/Mincheol Kim/

Date:

07/03/2013

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") by and between Pace Shave, inc., a Corporation of California having a place of business at 9370 Sky Park Court, Suite 100, San Diego, California 92123, United States (hereinafter referred to as "ASSIGNOR"), and Dorco Co., Ltd., a Corporation of the Republic of Korea having a place of business at 931 Golim-Dong, Cheoin-Gu, Yongin-Si, Kyunggi-Do, Republic of Korea (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark DEMAND MORE FOR LESS, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademark");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark Registration No. 4,195,955 relating to the Trademark (hereinafter collectively referred to as "Registration");

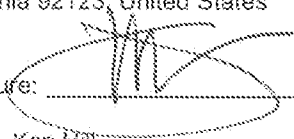
WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Registration

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the aforementioned Trademark and Registration; together with the goodwill symbolized by said Trademark and Registration.

Pace Shave, Inc.,

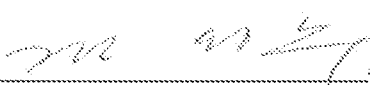
a Corporation of California having a place of business at 9370 Sky Park Court, Suite 100, San Diego, California 92123, United States

Signature: 
Name: Keri Hill
Title: CEO

Date: June 17, 2013

Dorco Co., Ltd.,

a Corporation of the Republic of Korea corporation having a place of business at 931 Golim-Dong, Cheoin-Gu, Yongin-Si, Kyunggi-Do, Republic of Korea

Signature: 
Name: Jeon, Seong-Soo
Title: CEO

Date: June 19, 2013