

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
Cheil America, Inc.		11/18/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Cheil Industries Inc.		
Street Address:	290, Kongdan-dong		
City:	Gumi, Kyungsangbuk-do		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2014421		
Registration Number:	3836257		
Registration Number:	3812220	BEAN POLE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	aresnick@mosaiclegalgroup.com		
Correspondent Name:	Adam D. Resnick		
Address Line 1:	Mosaic Legal Group, PLLC		
Address Line 2:	5185 MacArthur Blvd., NW, Suite 350		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20016-3341		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Adam D. Resnick

Signature:

/Adam D. Resnick/

Date:

11/26/2013

Total Attachments: 2

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ASSIGNMENT


WHEREAS, Cheil America, Inc., a New York corporation, having a place of business at 107 Grand Street, 7th floor, New York, New York 10013 ("Assignor"), is the owner of all right, title, and interest in, under and to the trademarks listed in Exhibit A attached hereto; and

WHEREAS, Cheil Industries Inc., a corporation of the Republic of Korea, having a place of business at 290, Kongdan-dong, Gumi, Kyungsangbuk-do, South Korea ("Assignee"), is desirous of acquiring said trademarks and the registrations thereof, along with the goodwill of the business pertaining thereto.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in, under and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, the right to bring suit and recover damages for past infringement, and the registrations thereof.

CHEIL AMERICA, INC.



Date: Nov. 18, 2013

By: 

Name: YEOJOON, YUN

Title: C.E.O.

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
	2,014,421	November 5, 1996
	3,836,257	August 17, 2010
BEAN POLE	3,812,220	June 29, 2010