

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 Industries Inc. |          | 11/18/2013     | CORPORATION: KOREA, REPUBLIC OF |

RECEIVING PARTY DATA

|                 |                                 |
|-----------------|---------------------------------|
| Name:           | Samsung Everland Incorporated   |
| Street Address: | 67, Sejong-daero                |
| City:           | Jung-gu, Seoul                  |
| State/Country:  | KOREA, REPUBLIC OF              |
| Entity Type:    | CORPORATION: KOREA, REPUBLIC OF |

PROPERTY NUMBERS Total: 70

| Property Type        | Number  | Word Mark               |
|----------------------|---------|-------------------------|
| Registration Number: | 1705075 | GOLDENTEX               |
| Registration Number: | 1805011 | MT. COOK                |
| Registration Number: | 1805010 | SHARLEA                 |
| Registration Number: | 1817461 | LANSMERE                |
| Registration Number: | 1826773 | L LANSMERE              |
| Registration Number: | 2014421 |                         |
| Registration Number: | 3836257 |                         |
| Registration Number: | 3812220 | BEAN POLE               |
| Registration Number: | 2044653 | CASTEL D'ARIO           |
| Registration Number: | 2133650 | MVIO                    |
| Registration Number: | 2151295 | VINCERE                 |
| Registration Number: | 2151302 | VINCERE                 |
| Registration Number: | 2369040 | A S T R A CLASSIC ASTRA |
| Registration Number: | 3839716 | KUHO                    |

OP \$1765.00 1705075

|                      |          |                 |
|----------------------|----------|-----------------|
| Registration Number: | 3995551  | 33 BY KUHO      |
| Registration Number: | 3939449  | LEBEIGE         |
| Registration Number: | 4159534  | HEXA BY KUHO    |
| Registration Number: | 4140629  |                 |
| Registration Number: | 4136509  | IZALL           |
| Registration Number: | 4312113  | LEBEIGE         |
| Serial Number:       | 85450649 | JUUN.J          |
| Serial Number:       | 85559322 | 8 EIGHT SECONDS |
| Serial Number:       | 85559325 | 8 EIGHT SECONDS |
| Serial Number:       | 86067229 | 8 EIGHT SECONDS |
| Serial Number:       | 86067235 | 8 IGH T SECONDS |
| Serial Number:       | 85568884 | KUHOPLUS        |
| Serial Number:       | 85599468 | JUUN.J          |
| Serial Number:       | 85599474 | LE JUUN.J       |
| Serial Number:       | 85599476 | LA JUUN.J       |
| Serial Number:       | 85599480 | LES JUUN.J      |
| Serial Number:       | 85618113 | KUHOPLUS        |
| Serial Number:       | 85622500 |                 |
| Serial Number:       | 85636782 | DERERCUNY       |
| Serial Number:       | 85636783 |                 |
| Serial Number:       | 85683800 | GX1983          |
| Serial Number:       | 85715564 | FYPM            |
| Serial Number:       | 85731330 | BIKEREPAIR      |
| Serial Number:       | 85731328 | B BIKEREPAIR    |
| Serial Number:       | 85731320 | FYIM            |
| Serial Number:       | 85794850 |                 |
| Serial Number:       | 85833529 | RAPIDO          |
| Serial Number:       | 85892471 | JUUN.JUUNJ      |
| Serial Number:       | 85895100 | JUUN.JUUNJ      |
| Serial Number:       | 85895094 | JUUN.J          |
| Serial Number:       | 86028630 | R RAPIDO        |
| Serial Number:       | 86028624 | R               |
| Serial Number:       | 86028620 | R RAPIDO        |
| Serial Number:       | 86028617 | R RAPIDO        |
| Serial Number:       | 86028637 | R               |

|                |          |             |
|----------------|----------|-------------|
|                | 86037672 | R           |
| Serial Number: | 86037658 | R RAPIDO    |
| Serial Number: | 86106840 |             |
| Serial Number: | 86106884 |             |
| Serial Number: | 86106926 | BEANPOLE    |
| Serial Number: | 86106964 | BEANPOLE    |
| Serial Number: | 85794841 | NVMD        |
| Serial Number: | 85794843 | NATURAL9    |
| Serial Number: | 85794847 | N9          |
| Serial Number: | 85794848 | NATURAL 9   |
| Serial Number: | 85795880 | N I X       |
| Serial Number: | 85795881 | N I X       |
| Serial Number: | 85818640 | NVMD        |
| Serial Number: | 85818642 | NVMD        |
| Serial Number: | 85818644 | NVMD        |
| Serial Number: | 85819704 |             |
| Serial Number: | 85940432 | DIAMONDDUST |
| Serial Number: | 85940438 | F.M.L       |
| Serial Number: | 86006515 | NONA9ON     |
| Serial Number: | 85943990 | NONAGON     |
| Serial Number: | 86006535 | Z           |

**CORRESPONDENCE DATA**

Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

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:

|   |                   |
|---|-------------------|
|   | Adam D. Resnick   |
| Signature:  | /Adam D. Resnick/ |
| Date:   | 11/26/2013        |
| <b>Total Attachments: 8</b><br>source=Trademark Assignment to Samsung Everland#page1.tif<br>source=Trademark Assignment to Samsung Everland#page2.tif<br>source=Trademark Assignment to Samsung Everland#page3.tif<br>source=Trademark Assignment to Samsung Everland#page4.tif<br>source=Trademark Assignment to Samsung Everland#page5.tif<br>source=Trademark Assignment to Samsung Everland#page6.tif<br>source=Trademark Assignment to Samsung Everland#page7.tif<br>source=Trademark Assignment to Samsung Everland#page8.tif |                   |

ASSIGNMENT

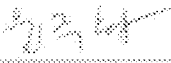
WHEREAS Cheil Industries Inc., a corporation of the Republic of Korea, having a place of business at 200, Kongdan-dong, Gumi, Kyungsangbuk-do, South Korea ("Assignor"), is the owner of all right, title, and interest in, under and to the trademarks listed in Exhibit A attached hereto; and

WHEREAS Samsung Everland Incorporated, a corporation of the Republic of Korea, having a place of business at 67, Sejong-daero, Jung-gu, Seoul, Korea ("Assignee"), is desirous of acquiring said trademarks and the registrations and applications thereof, along with the ongoing business and 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 that it owns in, under and to the said trademarks, including the portion of the business in which the marks pertain, such business being ongoing and existing, 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 and applications thereof.

CHEIL INDUSTRIES INC.



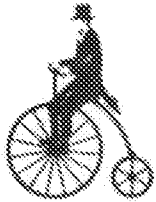


Date: Nov. 18, 2013

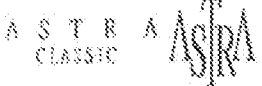

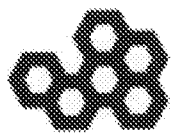




By: 

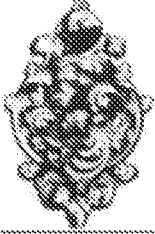
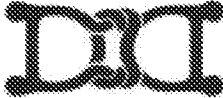
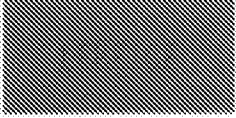

Name: Joo Hwa, YOON

Title: C.E.O.

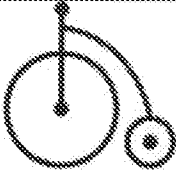



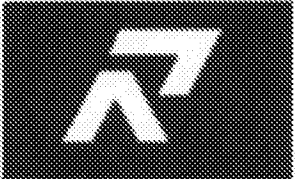
EXHIBIT A

| <u>Mark</u>   | <u>Reg. No./Ser. No.</u> | <u>Reg. Date/Filing Date</u> |
|---|--------------------------|------------------------------|
| GOLDENTEX   | 1,705,075                | August 4, 1992               |
| MT. COOK  | 1,805,011                | November 16, 1993            |
| SHARLEA   | 1,805,010                | November 16, 1993            |
| LANSMERE  | 1,817,461                | January 18, 1994             |
|    | 1,826,773                | March 15, 1994               |
|    | 2,014,421                | November 5, 1996             |
|   | 3,836,257                | August 17, 2010              |
| BEAN POLE   | 3,812,220                | June 29, 2010                |
| CASTEL D'ARIO   | 2,044,653                | March 11, 1997               |
|  | 2,133,650                | April 26, 1995               |
| VINCERE   | 2,151,295                | April 14, 1998               |
|  | 2,151,302                | April 14, 1998               |

|   |            |                    |
|---|------------|--------------------|
|    | 2,369,040  | July 18, 2000      |
| KUHO  | 3,839,716  | August 31, 2010    |
| 33 BY KUHO  | 3,995,551  | July 19, 2011      |
|    | 3,939,449  | April 5, 2011      |
| HEXA BY KUHO  | 4,159,534  | June 19, 2012      |
|    | 4,140,629  | May 15, 2012       |
| IZALL   | 4,136,509  | May 1, 2012        |
| JUUN.J  | 85/450,649 | October 19, 2011   |
|  | 85/559,322 | March 2, 2012      |
| EIGHT SECONDS   |            |                    |
|  | 85/559,325 | March 2, 2012      |
| EIGHT SECONDS   |            |                    |
|  | 86/067,229 | September 17, 2013 |
| EIGHT SECONDS   |            |                    |
|  | 86/067,235 | September 17, 2013 |
| EIGHT SECONDS   |            |                    |
| KUHOPLUS  | 85/568,884 | March 14, 2012     |

|   |            |                    |
|---|------------|--------------------|
| JUUNJ   | 85/599,468 | April 17, 2012     |
| LE JUUNJ  | 85/599,474 | April 17, 2012     |
| LA JUUNJ  | 85/599,476 | April 17, 2012     |
| LES JUUNJ   | 85/599,480 | April 17, 2012     |
| KUHOPLUS  | 85/618,113 | May 7, 2012        |
|                  | 85/622,500 | May 11, 2012       |
| DERERCUNY   | 85/636,782 | May 29, 2012       |
|                  | 85/636,783 | May 29, 2012       |
|                | 4,312,113  | April 2, 2013      |
| GX1983  | 85/683,800 | July 23, 2012      |
| FYPM  | 85/715,564 | August 29, 2012    |
| BIKEREPAIR  | 85/731,330 | September 18, 2012 |
| <br>BIKEREPAIR | 85/731,328 | September 18, 2012 |
| FYIM  | 85/731,320 | September 18, 2012 |



|   |            |                  |
|---|------------|------------------|
|    | 85/794,850 | December 5, 2012 |
|    | 85/833,529 | January 28, 2013 |
| JUUN.JUUNJ  | 85/892,471 | April 2, 2013    |
| JUUN.JUUNJ  | 85/895,100 | April 4, 2013    |
| JUUNJ   | 85/895,094 | April 4, 2013    |
|    | 86/028,630 | August 5, 2013   |
|   | 86/028,624 | August 5, 2013   |
|  | 86/028,620 | August 5, 2013   |
|  | 86/028,617 | August 5, 2013   |
|  | 86/028,637 | August 5, 2013   |

|  |            |                  |
|--|------------|------------------|
|                       | 86/037,672 | August 14, 2013  |
|  <b>RAPIDO</b>        | 86/037,658 | August 14, 2013  |
|                       | 86/106,840 | October 31, 2013 |
|                      | 86/106,884 | October 31, 2013 |
| <br><b>BEANPOLE</b> | 86/106,926 | October 31, 2013 |
| <br>BEANPOLE        | 86/106,964 | October 31, 2013 |
| NVMD   | 85794841   | December 5, 2012 |

|   |            |                  |
|---|------------|------------------|
|    | 85/794,843 | December 5, 2012 |
|    | 85/794,847 | December 5, 2012 |
|    | 85/794,848 | December 5, 2012 |
|   | 85/795,880 | December 6, 2012 |
|  | 85/795,881 | December 6, 2012 |
|  | 85/818,640 | January 9, 2013  |

|   |            |                  |
|---|------------|------------------|
|    | 85/818,642 | January 9, 2013  |
|    | 85/818,644 | January 9, 2013  |
|    | 85/819,704 | January 10, 2013 |
| DIAMONDDUST   | 85/940,432 | May 23, 2013     |
| F.M.L.  | 85/940,438 | May 23, 2013     |
| <b>NONAGON</b>  | 86/006,515 | July 10, 2013    |
| NONAGON   | 85/943,990 | May 28, 2013     |
|  | 86/006,535 | July 10, 2013    |