

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322076

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kolon Corporation		10/30/2014	CORPORATION: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	Kolon Industries, Inc.		
Street Address:	11, Kolon-ro, Gyeonggi-do		
City:	Gwacheon-si		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1756850	ELORD	
Registration Number:	2978365	E ELORD	
CORRESPONDENCE DATA			
Fax Number:	3142314342		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-345-7015		
Email:	jjennings@senniger.com, ustrademarks@senniger.com		
Correspondent Name:	Julie C. Jennings		
Address Line 1:	Senniger Powers, LLP		
Address Line 2:	100 N. Broadway, 17th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	WOON 8804		
NAME OF SUBMITTER:	Julie C. Jennings		
SIGNATURE:	/jcj/		
DATE SIGNED:	11/03/2014		
Total Attachments: 1			
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OP \$65.00 1756850

Trademark Assignment

1. **WHEREAS**, Kolon Corporation, a Korean corporation (hereinafter "Assignor"), owns the following trademarks and corresponding U.S. trademark registrations relating to such marks, through a merger with the prior owner, FNC Kolon Corporation:

ELORD & Design, U.S. Reg. No. 1,756,850, issued March 9, 1993; and
E ELORD (stylized), U.S. Reg. No. 2,978,365, issued July 26, 2005.

2. **WHEREAS**, Kolon Industries, Inc., a Korean corporation (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks and said registrations, and the good will of the business in connection with which said trademarks are used;

3. **NOW THEREFORE**, in consideration of the sum ten dollars (\$10.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in and to said trademarks ELORD & Design, and E ELORD (stylized) and said registrations (Reg. Nos. 1,756,850 and 2,978,365), together with the good will of the business in connection with which said trademarks are used, and together with full right to sue for and recover all profits and damages recoverable from any past infringements of said trademarks.

4. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

5. **IN WITNESS WHEREOF**, Assignor has caused this Trademark Assignment to be executed by its authorized representative.

KOLON CORPORATION

By: Am Byung Duk

Name: Byung Duk AHN

Title: President

Date: October 30, 2014