

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350885

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LUVANIS S.A.		07/28/2015	CORPORATION: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	SHINSEGAE INTERNATIONAL INC.		
Street Address:	449, Dosan-Daero, Gangnam-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86624331	NUIT DE CHINE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	info@luvanis.com		
Correspondent Name:	LUVANIS S.A.		
Address Line 1:	4, rue Dicks		
Address Line 4:	Luxembourg, LUXEMBOURG L1417		
ATTORNEY DOCKET NUMBER:	NUIT DE CHINE / POIRET		
NAME OF SUBMITTER:	Arnaud de Lummen		
SIGNATURE:	/adelummen/		
DATE SIGNED:	08/10/2015		
Total Attachments: 1			
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OP \$40.00 86624331

ASSIGNMENT

This Assignment ("Assignment") effective as of July 28, 2015, is entered into by and between, LUVANIS S.A. (the "Assignor"), a Luxembourg company, having its registered office at 4, rue Dicks, L-1417 Luxembourg, Grand-Duchy of Luxembourg and registered with the Luxembourg registry of trade and companies under Number B 144993, and SHINSEGAE INTERNATIONAL INC. (the "Assignee"), a Korean company having its registered office at 449, Dosan-Daero, Gangnam-gu, Seoul, Korea and registered with the National Tax Service under Number 201-81-53657.

Whereas, the Assignor has agreed to assign any ownership rights that he has in the intent-to-use application for the mark "NUIT DE CHINE" (the "Mark") to Assignee, for good and valuable consideration; and


Now, therefore, in consideration for the payment of 250 US Dollars, the receipt and sufficiency of which is hereby acknowledged, Assignor transfers, assigns, delivers, and contributes to Assignee, who is the successor in the Assignor's business, all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with the goodwill of the ongoing business associated therewith, including, but not only, any and all marketing plans associated with and developed for the forthcoming use of the Mark in the United States of America. The rights herein transferred in the Mark include any and all of Assignor's rights in the intent-to-use application serial no. 86,624,331 for the Mark, the same to be held and enjoyed by Assignee, its successors and assigns, from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment of the Mark not be made.

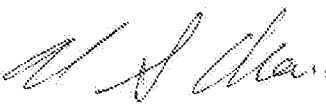
Assignor further covenants that it will execute all documents, papers, forms, authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark.

In witness whereof, the parties hereto have executed and delivered this Agreement on the first date above written.

LUVANIS S.A.

SHINSEGAE INTERNATIONAL INC


By: Arnaud van Marcke de Lummen
Title: Managing Director


By: Hong Sung Choi
Title: Chief Executive Officer