

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516202

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SK Planet Co., Ltd.		01/18/2019	Corporation: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	Eleven Street Co., Ltd.		
Street Address:	416, Hangang-daero		
Internal Address:	Jung-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	Corporation: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	88002644	11 ELEVEN STREET	
Serial Number:	88002457	11 ELEVEN STREET	
Serial Number:	88002435	11 ELEVEN STREET	
Serial Number:	88002374	11 ELEVEN STREET	
Serial Number:	88002365	11 ELEVEN STREET	
Serial Number:	88002298	11 ELEVEN STREET	
Registration Number:	5362625	NATURE PLANET PURITY FROM NATURE	
Registration Number:	4554616	11ST WWW.11ST.CO.KR	
Registration Number:	4554615	11ST WWW.11ST.CO.KR	
Registration Number:	4665561	11ST WWW.11ST.CO.KR	
Registration Number:	4820428	11ST WWW.11ST.CO.KR	
CORRESPONDENCE DATA			
Fax Number:	3123214299		
<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:	312-321-4200		
Email:	officeactions@brinksgilson.com		
Correspondent Name:	Jennifer Theis		
Address Line 1:	P, O. Box 10395		

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Address Line 4:	Chicago, ILLINOIS 60610
NAME OF SUBMITTER:	Jennifer Theis
SIGNATURE:	/Jennifer Theis/
DATE SIGNED:	03/27/2019
Total Attachments: 2 source=SK PLANET Assignment#page1.tif source=SK PLANET Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This is an Assignment by **SK Planet Co., Ltd.** ("SK Planet"), a Republic of Korean corporation, having a place of business at 264 Pangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea, to **Eleven Street Co., Ltd.**, ("Eleven Street"), a Republic of Korean corporation, having a place of business at 416, Hangang-daero, Jung-gu, Seoul, Republic of Korea, effective as of December 4, 2018 (the "Effective Date").

WHEREAS, SK Planet is the owner in the United States of the trademarks, the goodwill appurtenant thereto, and the registrations and applications, listed in Appendix A ("MARKS"), and has a *bona fide* intent to use the MARKS in the United States;

WHEREAS, SK Planet is the owner of an ongoing and existing business associated with the MARKS; and

WHEREAS, Eleven Street is acquiring MARKS and the entire business or portion thereof to which the MARKS pertain, and SK Planet desires to assign the MARKS to Eleven Street and transfer the related ongoing and existing business associated with the MARKS.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SK Planet does hereby transfer the ongoing and existing business associated with the MARKS and does hereby assign to Eleven Street all right, title and interest in and to the MARKS together with any and all goodwill of the business symbolized by the MARKS including those with which it has a *bona fide* intent to use the Marks, and all registrations and applications therefor, and all of SK Planet's rights therein, including the right to sue for and receive all damages from past infringements of the MARKS.

Done at: Seongnam-si, Republic of Korea

Done at: Seoul, Republic of Korea

This day: January 18, 2019

This day: January 18, 2019

SK Planet Co., Ltd.

Eleven Street Co., Ltd.

BY: 

BY: 

Name: Innchan Lee

Name: Sang ho Lee

Title: President & CEO

Title: CEO

APPENDIX A

Trademark	Class	Serial/Registration No.	Status
11 ELEVEN STREET and Design	42	88002644	Pending
11 ELEVEN STREET and Design	39	88002457	Pending
11 ELEVEN STREET and Design	38	88002435	Pending
11 ELEVEN STREET and Design	36	88002374	Pending
11 ELEVEN STREET and Design	35	88002365	Pending
11 ELEVEN STREET and Design	9	88002298	Pending
NATURE PLANET PURITY FROM NATURE and Design	3	87216919/ 5362625	Registered
11ST WWW.11ST.CO.KR and Design	42	85943950/ 4554616	Registered
11ST WWW.11ST.CO.KR and Design	38	85943915/ 4554615	Registered
11ST WWW.11ST.CO.KR and Design	36	85943877/ 4665561	Registered
11ST WWW.11ST.CO.KR and Design	35	85943826/ 4820428	Registered