

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM529778

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DAEWOO ELECTRONICS CORPORATION		06/28/2019	Corporation: KOREA, REPUBLIC OF
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Samsung Electronics Co., Ltd.		
<b>Street Address:</b>	129, Samsung-ro, Yeongtong-gu		
<b>City:</b>	Suwon-si, Gyeonggi-do		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Postal Code:</b>	1667		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1607187	PORTLAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	4155917506		
<b>Email:</b>	sftrademarks@dbi.com		
<b>Correspondent Name:</b>	Diane J. Mason		
<b>Address Line 1:</b>	Four Embarcadero Center, 27th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Diane J. Mason		
<b>Address Line 1:</b>	Four Embarcadero Center, 27th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111-4180		
<b>NAME OF SUBMITTER:</b>	Diane J. Mason		
<b>SIGNATURE:</b>	/djm/		
<b>DATE SIGNED:</b>	06/28/2019		
<b>Total Attachments: 2</b>			

OP \$40.00 1607187

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## ASSIGNMENT OF TRADEMARKS

WHEREAS, DAEWOO ELECTRONICS CORPORATION, a Republic of Korea corporation residing at 686, Ahyeon-dong Mapo-gu, Seoul, Republic of Korea (hereinafter referred to as "ASSIGNOR"), is the owner of the entire right, title and interest in and to the trademark PORTLAND for tape recorders, television sets, and radio receivers, and the goodwill appurtenant to said mark, and is the owner of United States Registration No. 1607187 for the mark PORTLAND for tape recorders, television sets, and radio receivers in class 9 (hereinafter referred to as "MARK").

WHEREAS, SAMSUNG ELECTRONICS CO., LTD., a Republic of Korea corporation residing at 129, Samsung-ro, Yeongtong-gu Suwon-si, Gyeonggi-do, Republic of Korea (hereinafter referred to as "ASSIGNEE") desires to receive all of ASSIGNOR DAEWOO ELECTRONICS CORPORATION'S right, title and interest in and to the mark PORTLAND, together with the goodwill associated therewith, and ownership of United States Registration No. 1607187;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged;

ASSIGNOR agrees to sell, assign, transfer and convey, and by this instrument hereby sells, assigns, transfers and conveys to ASSIGNEE, its successors, legal representatives and assigns, ASSIGNOR'S entire right, title and interest in and to the MARK and the goodwill of the business appurtenant to and connected with the MARK, all rights at common law in the MARK, and ASSIGNOR further assigns, transfers, sells and conveys to ASSIGNEE, its successors, legal representatives and assigns, the right to renew, protect, defend and enforce any and all rights to

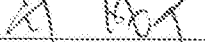
the MARK including the right to sue for past infringement, the right to enforce any and all trademark rights of ASSIGNOR and causes of action therefor, presently known or unknown and inuring to ASSIGNEE, and the right to recover all claims for damages or for compensation for past infringement arising out of any cause of action, whether presently known, unknown, accrued or to accrue.

ASSIGNOR agrees to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with perfecting the transfer of all rights to and the vesting of full and complete title in ASSIGNEE, including, without limitation by enumeration, agreeing to the recordation of this Assignment on the records of the United States Patent and Trademark Office. ASSIGNOR agrees further to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with enforcing and defending the rights transferred and particularly in connection with executing any and all instruments deemed by ASSIGNEE to be necessary or desirable to implement and accomplish the transfer, enforcement and/or defense of rights granted by ASSIGNOR hereunder.

ASSIGNOR and ASSIGNEE agree that the effective date of this Assignment shall be June \_\_28\_\_, 2019.

IN TESTIMONY WHEREOF, the undersigned ASSIGNOR has executed this Assignment.

ASSIGNOR: DAEWOO ELECTRONICS CORPORATION

By: 

Name: Sunggoo Wi

Title: Manager

Date: June 28, 2019