

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM714002

| | | | |
|---|--|-----------------------|---------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| L'Oreal | | 03/30/2021 | Société Anonyme (Sa): FRANCE |
| RECEIVING PARTY DATA | | | |
| Name: | L'Oreal Korea Ltd. | | |
| Street Address: | ASEM Tower, 517 Yeongdong-daero, Gangnam-gu | | |
| Internal Address: | 31st floor | | |
| City: | Seoul | | |
| State/Country: | KOREA, REPUBLIC OF | | |
| Entity Type: | LIMITED: KOREA, REPUBLIC OF | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88235033 | GOYU | |
| Serial Number: | 88235055 | GOYU | |
| Serial Number: | 90631337 | SHIHYO | |
| 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> | | | |
| Phone: | 2123260443 | | |
| Email: | halexis@pryorcashman.com | | |
| Correspondent Name: | Dyan Finguerra-DuCharme | | |
| Address Line 1: | Pryor Cashman LLP | | |
| Address Line 2: | 7 Times Square | | |
| Address Line 4: | New York, NEW YORK 10036 | | |
| ATTORNEY DOCKET NUMBER: | 20321.01899 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Dyan Finguerra-DuCharme | | |
| Address Line 1: | Pryor Cashman LLP | | |
| Address Line 2: | 7 Times Square | | |
| Address Line 4: | New York, NEW YORK 10036 | | |

CH \$90.00 88235033

| | |
|--|---------------------------|
| NAME OF SUBMITTER: | Dyan Finguerra-DuCharme |
| SIGNATURE: | /dyan finguerra-ducharme/ |
| DATE SIGNED: | 03/11/2022 |
| Total Attachments: 5 source=ICM-010974_LOREAL IG CONTRACT_IP RIGHTS ASSIGNMENT_K1 (SIGNED)#page1.tif source=ICM-010974_LOREAL IG CONTRACT_IP RIGHTS ASSIGNMENT_K1 (SIGNED)#page2.tif source=ICM-010974_LOREAL IG CONTRACT_IP RIGHTS ASSIGNMENT_K1 (SIGNED)#page3.tif source=ICM_037991-L'OREAL-LOK(IG CONTRACT)_ADDENDUM TO IP RIGHT ASSIGNMENT DATED 2021 MAR_202201(SIGNED)#page1.tif source=ICM_037991-L'OREAL-LOK(IG CONTRACT)_ADDENDUM TO IP RIGHT ASSIGNMENT DATED 2021 MAR_202201(SIGNED)#page2.tif | |

INTELLECTUAL PROPERTY RIGHTS ASSIGNMENT

BETWEEN THE UNDERSIGNED

L'OREAL, a French joint-stock company, registered at the Company Register of Paris under the number 632 012 100, having its head office at 14, rue Royale, 75008 Paris, represented by Delphine de Chalvron, duly empowered to that effect.

Hereinafter called the "**Assignor**"

AND

L'OREAL KOREA, a Korean company, registered at the Company Register of Seoul Central District Court Registration Office under the number 220-81-73483, having its head office at 31st floor, ASEM Tower, 517 Yeongdong-daero, Gangnam-gu, Seoul, Republic of Korea], represented by Christian MARCOS HARNAY, duly empowered to that effect.

Hereinafter called the "**Assignee**"

WHEREAS:

The Assignor is the owner and proprietor of all the rights onto the designs and trademarks listed in Annex 1.

Hereinafter called the "**IP RIGHTS**".

The Assignee desires to acquire the IP Rights and the Assignor is willing to assign it under the terms and conditions set forth herein.

WHEREBY, IT IS AGREED AS FOLLOWS:

1. The Assignor hereby assigns to the Assignee, which accepts, all its rights and title on the IP Rights and more generally all of its rights on the denomination GOYU, KOYU, LEGOYU, SHIHYO and SHIHYO 24. The Assignor notably irrevocably waives any right to register and use the names GOYU, KOYU, LEGOYU, SHIHYO and SHIHYO 24, under whatever form and manner and inter alia as a trademark, corporate name, tradename, domain name or otherwise.

This assignment includes all rights and actions present, previous or future attached to the Trademark.

Consequently, as from the signature of this assignment, the Assignee will be subrogated in the rights and actions of the Assignor and will be entitled to initiate, resume or continue any proceeding or action relating to the IP Rights and to take legal action with regard to any past or future infringements or usurpations, in its own name, at its own costs, risks and benefits.



2. The Assignor declares and warrants that he is the sole proprietor and owner of the IP Rights and that no exploitation rights or rights to use the IP Rights have been granted which may outlive this assignment.

The Assignor declares and warrants the material existence of the IP Rights.

Subject to the above, this assignment is granted at Assignee's risks and perils.

3. This Assignment is granted and accepted in consideration of the payment by the Assignee to the Assignor of 66,164.75 euros VAT excluded.

[For sake of clarity, this assignment does not entail any transfer of clientele]

The Assignee will pay this amount within 60 (sixty) days following the signature of this assignment.

4. The Assignee will take all necessary steps to proceed with the recordal of this assignment on the relevant trademark registers and will support all costs relating thereto.

The Assignor undertakes to contribute to any procedure, notably administrative, necessary to enable the transfer to the Assignee of the Trademark.

Any bearer of a copy hereof shall have full powers to record this assignment.

5. This assignment is governed by French law and any dispute, claim or action relating to its performance or interpretation shall be submitted to the jurisdiction of the Tribunal de Grande Instance de Paris.

Established in two (2) copies,
On 30th March 2021

L'OREAL

Signature: _____

Delphine de CHALVRON

L'OREAL KOREA LTD

Signature: _____

Gilles FENOUIL

DocuSigned by:

Gilles FENOUIL

E86878532A5C4CE...

ADDENDUM

TO THE INTELLECTUAL PROPERTY RIGHTS ASSIGNMENT DATED 30th MARCH 2021

BETWEEN THE UNDERSIGNED

L'OREAL, a French joint stock company, registered at the Company Register of Paris under the registration number 632 012 100, having its head office at 14 rue Royale, 75008 Paris, FRANCE, represented by Delphine de Chalvron, duly empowered to that effect.

Hereinafter referred to as "**Assignor**".

AND

L'OREAL KOREA LIMITED, a Korean company, registered at the Company Register of Seoul Central District Court Registration Office under the number 220-81-73483, having its head office at 31st floor, ASEM Tower, 517 Yeongdong-daero, Gangnam-gu Seoul, Republic of Korea, represented by Christian MARCOS HARNAY, duly empowered to that effect.

Hereinafter referred to as "**Assignee**".

WHEREAS

The Assignor and the Assignee have entered into an Intellectual Property Rights Assignment Agreement on March 30, 2021.

The Assignor is the owner and proprietor of all rights onto the designs and trademarks listed in Annex of Additional IP Rights.

Hereinafter referred to as "**Additional IP Rights**".

The Assignee desires to acquire the Additional IP Rights and the Assignor is willing to assign it under the same terms and conditions set forth in the Intellectual Property Rights Assignment dated March 30, 2021.

Hereinafter referred to as "**Assignment Agreement**".

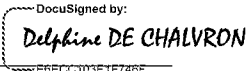
WHEREBY, IT IS AGREED AS FOLLOWS

The aim of the present Addendum is to complete the list of designs and trademarks listed and covered by the Assignment Agreement with the inclusion of the Additional IP Rights.

The Assignor hereby assigns to the Assignee, which accepts all its rights and title on the Additional IP Rights under the terms and conditions set forth in the Assignment Agreement.

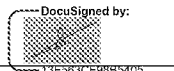
On January 24th, 2022, in two original copies.

L'OREAL

Signature:  DocuSigned by:
Delphine DE CHALVRON
E6ECC703E1F746F...

Delphine de Chalvron, General Counsel

L'OREAL KOREA LIMITED

Signature:  DocuSigned by:
Brian Carrero
13F563CF68B5405...

Brian Carrero, CFO