

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM790099

<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>
YG ENTERTAINMENT INC.		11/23/2022	Corporation: KOREA, REPUBLIC OF
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	P NATION Corporation		
<b>Street Address:</b>	21, Nonhyeon-ro 151-gil		
<b>City:</b>	Gangnam-gu, Seoul		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Postal Code:</b>	06037		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5126608	PSY	
<b>Registration Number:</b>	5304063	GANGNAM STYLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5139778141		
<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>	5139778200		
<b>Email:</b>	andrew.hilton@dinsmore.com		
<b>Correspondent Name:</b>	Andrew D. Hilton		
<b>Address Line 1:</b>	255 E. Fifth St., Suite 1900		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Andrew D. Hilton		
<b>SIGNATURE:</b>	/Andrew D. Hilton/		
<b>DATE SIGNED:</b>	02/27/2023		
<b>Total Attachments: 2</b>			
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OP \$65.00 5126608

**ASSIGNMENT OF TRADEMARKS**

This Trademark Assignment is between YG ENTERTAINMENT INC., 397-5 Hapjeong-dong, Mapo-gu Seoul, Republic of Korea 121-886 (hereinafter "**Assignor**"), and P NATION Corporation, 21, Nonhyeon-ro 151-gil, Gangnam-gu, Seoul, Republic of Korea 06037 (hereinafter "**Assignee**").

**WHEREAS**, Assignor is the owner of all of the right, title and interest in and to U.S. Trademark Registration Number 5,126,608 for the mark PSY and U.S. Trademark Registration Number 5,304,063 for the mark GANGNAM STYLE (the "**Marks**"), along with all the goodwill associated with the Marks;

**WHEREAS**, Assignee is desirous of acquiring Assignor's entire right, title and interest in and to the Marks, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Marks pertain; and

**WHEREAS**, Assignor and Assignee are desirous of making this Trademark Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Marks, along with all of the goodwill associated therewith, together with substantially all assets and the portion of the business to which the Marks pertain.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Marks hereby assigned.

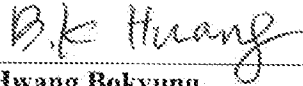
***[Signature Page to Follow]***

WHEREFORE, the parties have duly executed this Assignment of Trademarks on the date indicated below.

Date: 23 / 11 / 2022

YG ENTERTAINMENT INC.

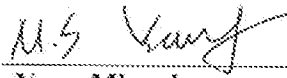
By:



Name: Hwang Bokyung

Title: CEO

By:



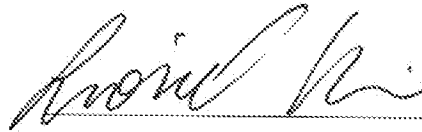
Name: Yang Minsuk

Title: CEO

Date: 23 / 11 / 2022

P NATION Corporation

By:



Name: Lionel Kim

Title: CEO