

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM862852

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SEUNGHEE YOO		12/12/2023	INDIVIDUAL: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	BIGHIT MUSIC CO., LTD.		
Street Address:	42, Hangang-daero		
City:	Yongsan-gu, Seoul		
State/Country:	KOREA, REPUBLIC OF		
Postal Code:	02598		
Entity Type:	Corporation: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	7058014	B	
Registration Number:	7058015	B	
Registration Number:	7058016	B	
Registration Number:	7058017	B	
Registration Number:	7051401	B	
CORRESPONDENCE DATA			
Fax Number:	6023826070		
<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:	2029084263		
Email:	TMDocket@swlaw.com		
Correspondent Name:	Richard Y. Kim c/o Snell & Wilmer L.L.P.		
Address Line 1:	One East Washington Street, Suite 2700		
Address Line 4:	Phoenix, ARIZONA 85004-2556		
DOMESTIC REPRESENTATIVE			
Name:	Richard Y. Kim c/o Snell & Wilmer L.L.P.		
Address Line 1:	One East Washington Street, Suite 2700		
Address Line 4:	Phoenix, ARIZONA 85004-2556		

CH \$140.00 7058014

NAME OF SUBMITTER:	Richard Y. Kim
SIGNATURE:	/Richard Y. Kim/
DATE SIGNED:	12/21/2023
Total Attachments: 5 source=YOO SEUNGHEE - US-Assignment (December 2023)#page1.tif source=YOO SEUNGHEE - US-Assignment (December 2023)#page2.tif source=YOO SEUNGHEE - US-Assignment (December 2023)#page3.tif source=YOO SEUNGHEE - US-Assignment (December 2023)#page4.tif source=YOO SEUNGHEE - US-Assignment (December 2023)#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("*Assignment*"), dated December 12, 2023, is entered into by and between SEUNGHEE YOO, a Korean individual, with an address at 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul, Republic of Korea 02598 ("*Assignor*") and BIGHIT MUSIC CO., LTD., a Korean Corporation, with a principal place of business at 42, Hangang-daero, Yongsan-gu, Seoul, Republic of Korea 04389 ("*Assignee*"), each individually referred to as a "Party" and collectively referred to as the "Parties."

RECITALS

WHEREAS, Assignor is the owner of the common law trademarks, registered trademarks, applications to register trademarks, intent-to-use applications and other registrations or applications related to trademarks listed on Schedule 1, attached hereto (the "*Assigned Marks*"); and

WHEREAS, Assignee is desirous of acquiring the full right, title and interest in, to and under the Assigned Marks and the goodwill of the business accrued in connection and associated therewith.




NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereto, intending to be legally bound, hereby agree as follows:



Assignment. Assignor does hereby assign, transfer, convey and set over unto Assignee its full right, title and interest, including common law rights, in the United States of America, in, to and under the Assigned Marks and any other common law trademarks, together with the goodwill of the business symbolized by said Assigned Marks and any other common law trademarks, and applications and registrations thereof, any renewal rights therein, and the exclusive right to enforce the Assigned Marks in the United States in the sole name of Assignee, its successors and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

Counterparts. This Assignment Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute a single agreement.

[SIGNATURE PAGE FOLLOWS]

SCHEDULE 1

TM/AN/RN	Status/Key Dates	Owner Information	Full Goods/Services
<u>B and Design</u>  RN: 7058017 SN: 88750524	Registered, May 23, 2023 Office Status: Registered Filed: January 8, 2020 Registered: May 23, 2023 Register Type: Principal Register	Yoo Seunghee (Republic of Korea Individual) 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul 02598 Republic of Korea	Int'l Class: 42 (Int'l Class: 42) Development of virtual reality software; development of game software; development of machining techniques, namely, development of new technology for others in the field of industrial design and manufacturing; chemical analysis services for use in design; design services relating to shop displays, namely, shop interior design and graphic design of point of sales displays; interior design services for boutiques; design of video game software; estates in the nature of planning of buildings and infrastructure systems for buildings; design of interior decor for shops; measuring and analysis of noise, namely, calibration; testing, inspection, or research of pharmaceuticals, cosmetics, or foodstuff; cartoon design online in the nature of online graphic design services; icon design online in the nature of online graphic design services; product development; design of new products for others; character design in the nature of graphic design services; surveying of land; fashion design, namely, clothing design services and fashion design consulting services; new product design services, namely, design of fashion accessories; cosmetics development services in the nature of cosmetics research
<u>B and Design</u>  RN: 7058015 SN: 88750516	Registered, May 23, 2023 Office Status: Registered Filed: January 8, 2020 Registered: May 23, 2023 Register Type: Principal Register	Yoo Seunghee (Republic of Korea Individual) 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul 02598 Republic of Korea	Int'l Class: 38 (Int'l Class: 38) Electronic data transmission; data broadcasting, namely, electronic transmission of voice, data and images by television and video broadcasting; providing access to online community sites via smartphone applications, namely, provision of access to electronic sites; transmission, broadcasting and reception of audio, video, still and moving images, text and data in real time, namely, transmission and delivery of audio, video, still and moving images, text and data via wireless communication networks; interactive broadcasting and communications services, namely, interactive delivery of video over digital networks, transmission of sound and vision via interactive multimedia networks; telecommunications access services; broadcasting services and provision of telecommunication access to video and audio content provided via a video-on-demand service via the Internet; providing user access to portals on the Internet, namely, providing access to the Internet; broadcasting services and provision of telecommunication access to films and television programs provided via a video-on-demand service, namely, video-on-demand transmission services via the Internet
<u>B and Design</u>  RN: 7058015 SN: 88750516	Registered, May 23, 2023 Office Status: Registered Filed: January 8, 2020 Registered: May 23, 2023 Register Type: Principal Register	Yoo Seunghee (Republic of Korea Individual) 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul 02598 Republic of Korea	Int'l Class: 41 (Int'l Class: 41) Entertainment services in the nature of production of motion pictures, television shows, multimedia entertainment content, live performances by a musical group and planning of live musical and dance performances; training and instruction, namely, arranging and conducting classes, seminars and workshops in the field of dance and music; dance academies in the nature of dance schools and dance instruction; providing facilities for movies, shows, plays, music or educational training; provision of on-line training, namely, conducting classes, seminars, conferences, workshops in the fields of dance and music; distance learning services, namely, conducting

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RN: 7058016 SN: 88750519			distance learning instruction in the nature of classes, seminars and workshops in the fields of dance and music; entertainment and amusement information via internet online, namely, provision of entertainment information and information relating to amusement park shows; ticket reservation and booking services for entertainment, sporting and cultural events; arranging and conducting of education or entertainment competitions, namely, entertainment and educational services in the nature of competition in the field of entertainment, education, culture, sports, and other non-business and non-commercial fields; arranging and conducting of seminars, educational conferences, and exhibitions for cultural or educational purposes; art exhibition services, namely, presentation of works of visual art and literature to the public for cultural or educational purposes; booking of seats for shows and sports events instruction of acting, singing, and dancing
<u>B and Design</u>  RN: 7051401 SN: 88750528	Registered, May 16, 2023 Office Status: Registered Filed: January 8, 2020 Registered: May 16, 2023 Register Type: Principal Register	Yoo Seunghee (Republic of Korea Individual) 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul 02598 Republic of Korea	Int'l Class: 45 (Int'l Class: 45) Online social networking services accessible by means of downloadable mobile applications; online social networking services legal services; providing information about personal wardrobe styling services; carers services, namely, non-medical in-home personal care services for assisting with daily living activities of children, disabled persons, and the elderly; interment services; housework for others, namely, house sitting services and personal concierge services for others comprising making requested personal arrangements and reservations, running errands and providing customer specific information to meet individual needs, all rendered in homes; unmanned security services, namely, remote monitoring of burglar and security alarms; dating services provided through social networking; wedding chapel services; horoscope casting; pet sitting; consulting in the field of personal relationships
<u>B and Design</u>  RN: 7058014 SN: 88750514	Registered, May 23, 2023 Office Status: Registered Filed: January 8, 2020 Registered: May 23, 2023 Register Type: Principal Register	Yoo Seunghee (Republic of Korea Individual) 203-201, 130, Dapsimni-ro, Dongdaemun-gu, Seoul 02598 Republic of Korea	Int'l Class: 35 (Int'l Class: 35) Advertising and business management consultancy; advertising and business advice; advertising and commercial information services; business administration and office work; business information and accounting advisory services; secretarial and clerical services; providing business and marketing information; information and enquiries on business and marketing; business operation, business administration and office functions; business management and providing office functions; advertising and commercial information services via the internet; rental of sales stands; arranging subscriptions of the online publications of others; comprehensive shopping mall by internet, namely, promoting the goods and services of others by means of operating an on-line shopping mall with links to the retail web sites of others and providing online retail department store services; business management of performing artists in the nature of talent agency services and personal management services for entertainers; business management of performing artists; Branding services, namely, brand management for businesses and individuals; retail store services featuring processed coffee; retail store services featuring bags; retail store services featuring clothing; retail store services featuring caps being headwear; retail store services featuring mufflers; retail store services featuring footwear; retail store services featuring spectacles; retail store services featuring socks; retail store services

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			<p>featuring cosmetics; retail store services featuring watches; retail store services featuring key rings being split rings with trinket and decorative fob; retail store services featuring stationery; retail store services featuring toys being playthings; retail store services featuring photographic prints; retail store services featuring stickers; retail store services featuring albums for stickers; retail store services featuring books; retail store services featuring furniture; retail store services featuring cushions; retail store services featuring mattresses; retail store services featuring bathroom towels of textile retail store services featuring confectionery; retail store services featuring computer programs for pre-recorded games; retail store services featuring umbrellas; retail store services featuring phonograph records; retail store services featuring pre-recorded music electronic media; retail store services featuring ear phones; retail store services featuring smartphones; retail store services featuring headphones; retail store services featuring electronic musical instruments; retail store services featuring apparatus for broadcasting, recording, transmission or reproduction of sound, data or images; retail store services featuring furniture chests; retail store services featuring chests of plastic; retail store services featuring kitchen containers; retail store services featuring kitchen utensils; retail store services featuring bathroom vanities being furniture; retail store services featuring bath mats; retail store services featuring dishes; retail store services featuring multiple speakers for electric audio and visual apparatus and instruments; retail store services featuring in-door lighting apparatus; retail store services featuring air humidifiers; retail store services featuring gymnastic and sporting articles; retail store services featuring fruit beverages and fruit juices; retail store services featuring sports drinks; retail store services featuring fabric; retail store services featuring jewelry made of precious metals; retail store services featuring women's jewelry; retail store services featuring quilts; retail store services featuring bedding, except linen; retail store services featuring aromatic oils; retail store services featuring cases for wireless earphones; retail store services featuring turntables</p>