

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | CHANGE OF NAME |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Cheil Sugar & Co., Ltd. | | 10/17/2002 | CORPORATION: KOREA, REPUBLIC OF |

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| RECEIVING PARTY DATA | |
| Name: | CJ Corp. |
| Street Address: | 500, 5-ga, Namdaemun-no, Chung-ku |
| City: | Seoul |
| State/Country: | KOREA, REPUBLIC OF |
| Entity Type: | CORPORATION: KOREA, REPUBLIC OF |

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|---------------------------|---------|-----------|
| PROPERTY NUMBERS Total: 1 | | |
| Property Type | Number | Word Mark |
| Registration Number: | 1441347 | DASHIDA |

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| CORRESPONDENCE DATA | |
| Fax Number: | (202)408-4400 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 2024084000 |
| Email: | docketing@finnegan.com |
| Correspondent Name: | Christie Baty Heinze |
| Address Line 1: | Finnegan, Henderson, Farabow et al. |
| Address Line 2: | 1300 I Street, N.W. |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20005 |

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| ATTORNEY DOCKET NUMBER: | 08433.0161 |
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| DOMESTIC REPRESENTATIVE | |
| Name: | |
| Address Line 1: | |
| Address Line 2: | |
| Address Line 3: | |

OP \$40.00 1441347

Address Line 4:

NAME OF SUBMITTER:

Christie Baty Heinze

Total Attachments: 0

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