

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hyundai Department Store H&S Co., Ltd. | | 03/24/2006 | CORPORATION: REPUBLIC OF KOREA |
| RECEIVING PARTY DATA | | | |
| Name: | Hyundai H&S Co., Ltd. | | |
| Street Address: | 853-1, Dongcheon-Dong, Suji-Gu, Yongin-Si | | |
| City: | Gyeonggi-Do | | |
| State/Country: | REPUBLIC OF KOREA | | |
| Entity Type: | CORPORATION: REPUBLIC OF KOREA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1629303 | HYUNDAI FOOD | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (617)742-4214 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (617) 573-4700 | | |
| Email: | ptotvs@nelsonmullins.com | | |
| Correspondent Name: | Nelson Mullins Riley & Scarborough LLP | | |
| Address Line 1: | One Post Office Square | | |
| Address Line 2: | Thomas V. Smurzynski, Esq. | | |
| Address Line 4: | Boston, MASSACHUSETTS 02109 | | |
| ATTORNEY DOCKET NUMBER: | CKS-025 (50489.09145) | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Nelson Mullins Riley & Scarborough LLP | | |
| Address Line 1: | One Post Office Square | | |
| Address Line 2: | Thomas V. Smurzynski, Esq. | | |

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**TRADEMARK
 REEL: 004446 FRAME: 0147**

Address Line 4: Boston, MASSACHUSETTS 02109

NAME OF SUBMITTER:

Thomas V. Smurzynski

Signature:

/thomas v. smurzynski/

Date:

01/04/2011

Total Attachments: 0

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