

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---------------------------------|-------------------------------------|---------------|-------------------|----------------|----------------------|-------------------------|---------------------------------|------------|-------------------------------------|-------|-------|--|--|----------------|--------------------|--|--|--------------|---------------------------------|--|--|
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | |
| EFFECTIVE DATE: | 12/07/2011 | | | | | | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>VOV Cosmetics Co., Ltd.</td> <td></td> <td>05/29/2012</td> <td>Limited Company: KOREA, REPUBLIC OF</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | VOV Cosmetics Co., Ltd. | | 05/29/2012 | Limited Company: KOREA, REPUBLIC OF | | | | | | | | | | | | |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | | | | | | | | | | | | | |
| VOV Cosmetics Co., Ltd. | | 05/29/2012 | Limited Company: KOREA, REPUBLIC OF | | | | | | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td colspan="3">Violet Dream Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">Shinmunno 2-ga 92, Jongno-gu</td> </tr> <tr> <td>City:</td> <td colspan="3">Seoul</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">KOREA, REPUBLIC OF</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: KOREA, REPUBLIC OF</td> </tr> </table> | | | | Name: | Violet Dream Inc. | | | Street Address: | Shinmunno 2-ga 92, Jongno-gu | | | City: | Seoul | | | State/Country: | KOREA, REPUBLIC OF | | | Entity Type: | CORPORATION: KOREA, REPUBLIC OF | | |
| Name: | Violet Dream Inc. | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | Shinmunno 2-ga 92, Jongno-gu | | | | | | | | | | | | | | | | | | | | | | |
| City: | Seoul | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | KOREA, REPUBLIC OF | | | | | | | | | | | | | | | | | | | | | | |
| Entity Type: | CORPORATION: KOREA, REPUBLIC OF | | | | | | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3214674</td> <td>CANDY SHOP PROFESSIONAL MAKE-UP</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 3214674 | CANDY SHOP PROFESSIONAL MAKE-UP | | | | | | | | | | | | | | |
| Property Type | Number | Word Mark | | | | | | | | | | | | | | | | | | | | | |
| Registration Number: | 3214674 | CANDY SHOP PROFESSIONAL MAKE-UP | | | | | | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | |
| Fax Number: | 2027568087 | | | | | | | | | | | | | | | | | | | | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | | | | | | | | | | | | | | | | | | | | | |
| Phone: | 202-756-8000 | | | | | | | | | | | | | | | | | | | | | | |
| Email: | rkim@mwe.com, emalis@mwe.com, washington_ip_docket@mwe.com | | | | | | | | | | | | | | | | | | | | | | |
| Correspondent Name: | Richard Y. Kim | | | | | | | | | | | | | | | | | | | | | | |
| Address Line 1: | 600 13th Street, N.W. | | | | | | | | | | | | | | | | | | | | | | |
| Address Line 2: | McDermott Will & Emery LLP | | | | | | | | | | | | | | | | | | | | | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20005 | | | | | | | | | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 076449-0061 | | | | | | | | | | | | | | | | | | | | | | |
| DOMESTIC REPRESENTATIVE | | | | | | | | | | | | | | | | | | | | | | | |

CH \$40.00 3214674

Name: Richard Y. Kim
Address Line 1: 600 13th Street, N.W.
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

| | |
|--|------------------|
| NAME OF SUBMITTER: | Richard Y. Kim |
| Signature: | /Richard Y. Kim/ |
| Date: | 06/11/2012 |
| Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif | |

NUNC PRO TUNC TRADEMARK ASSIGNMENT

This Assignment is made by VOV Cosmetics Co., Ltd. (now known as The BOM Co., Ltd.), a limited company organized and existing under the laws of Korea, with a principal place of business at 114, Bongeunsa-ro, Gangnam-gu, Seoul 135-907, Republic of Korea ("Assignor") to Violet Dream Inc., a corporation organized and existing under the laws of Korea with its principal place of business at Shinmunno 2-ga 92, Jongno-gu, Seoul, Republic of Korea ("Assignee").

WHEREAS, Assignor was previously the owner of the trademark and trademark registration on Exhibit A attached herewith and all common law rights related to the marks and the goodwill of the business associated therewith (the "Assigned Marks");

WHEREAS, Assignor has previously assigned the Assigned Marks and goodwill of the business associated therewith, all common law rights related to the marks, as well as the trademark registrations therefor, to Assignee; and

WHEREAS, Assignee has previously acquired all right, title and interest in and to the Assigned Marks and the goodwill of the business associated therewith, all common law rights related to the marks, as well as all trademark applications and registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has and does hereby assign and transfer to said Assignee, *nunc pro tunc*, as a present acknowledgment of what has previously transpired, all right, title and interest in and to the Assigned Marks, together with the goodwill of the business symbolized by the Assigned Marks, all applications and registrations therefor, any renewal rights therein, any revival or reinstatement rights therein, and the exclusive right to enforce the Assigned Marks in the sole name of Assignee, its successors, legal representatives 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, effective as of December 7, 2011.

IN WITNESS WHEREOF, Assignor has executed or caused this document to be executed by an authorized representative as of the 27th day of May, 2012.

VOV Cosmetics Co., Ltd. (now known as The BOM Co., Ltd.)

By: _____

Name: SUR Dogwon

Title: Co representative

EXHIBIT A

| Trademark | Appln. No. | Reg. No. | Reg. Date |
|---|------------|----------|---------------|
| CANDY ★ SHOP PROFESSIONAL MAKE-UP | 78/369770 | 3214674 | March 6, 2007 |

DM_US 33711726-1.076446.0067