

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------|----------|----------------|---------------------------------|
| CJ O Shopping Co., Ltd. | | 04/15/2013 | CORPORATION: KOREA, REPUBLIC OF |

RECEIVING PARTY DATA

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|------------------------|---------------------------------|
| Name: | CJ Corporation |
| Street Address: | 12, Sowol-ro 2-gil, Jung-gu |
| City: | Seoul |
| State/Country: | KOREA, REPUBLIC OF |
| Entity Type: | CORPORATION: KOREA, REPUBLIC OF |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|-----------------------|----------|-----------|
| Serial Number: | 77751398 | OSHOWPING |

CORRESPONDENCE DATA

Fax Number: 3126165700
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 312-616-5600
 Email: trademark@leydig.com
 Correspondent Name: Mark J. Liss
 Address Line 1: Two Prudential Plaza, 180 N. Stetson Ave
 Address Line 2: Suite 4900
 Address Line 4: Chicago, ILLINOIS 60601

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| ATTORNEY DOCKET NUMBER: | 267235 |
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DOMESTIC REPRESENTATIVE

Name: Mark J. Liss
 Address Line 1: Two Prudential Plaza, 180 N. Stetson Ave

CH \$40.00 77751398

Address Line 2: Suite 4900
Address Line 4: Chicago, ILLINOIS 60601

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|---|----------------|
| NAME OF SUBMITTER: | Mark J. Liss |
| Signature: | /Mark J. Liss/ |
| Date: | 04/22/2013 |
| Total Attachments: 1 source=Assignment - OSHOWPING#page1.tif | |

ASSIGNMENT OF INTENT-TO-USE SERVICE MARK APPLICATION

WHEREAS, CJO Shopping Co., Ltd., a Republic of Korea corporation, located at 2724, Bangbae-dong, Seocho-gu, Seoul, Republic of Korea (hereinafter "Assignor"), has applied for the following intent-to-use service mark application in the United States Patent and Trademark Office:

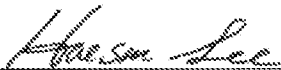
| <u>Mark</u> | <u>Application No.</u> | <u>Date of Filing</u> |
|-------------|------------------------|-----------------------|
| OSHOWPING | 77/751398 | June 3, 2009 |

WHEREAS, CJ Corporation, a Republic of Korea corporation, located at 12, Sowol-ro 2-gil, Jung-gu, Seoul, Republic of Korea (hereinafter "Assignee"), is the successor to the business of Assignor, or portion thereof to which said Mark pertains if said business is ongoing and existing, and Assignee is desirous of acquiring said Mark and the application thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said Mark, together with the goodwill and that portion of the business relating to said Mark and the application thereof, and including all common-law and other rights in said Mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said Mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this Assignment to take effect on the ___15th___ day of ___April_____, 2013.

CJO Shopping Co., Ltd.

By: 
Name: Hae-Sun Lee
Title: President
Dated: 15 April 2013