

## TRADEMARK ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SHINSEGAE INC.		07/01/2018	Corporation: KOREA, REPUBLIC OF
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SHINSEGAE INTERNATIONAL INC.		
<b>Street Address:</b>	449, Dosan-daero, Gangnam-gu		
<b>City:</b>	Seoul		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87939381	WHOLE PLANT EFFECT	
<b>Serial Number:</b>	87939388	YUNJAC WHOLE PLANT EFFECT	
<b>Serial Number:</b>	87935195	YUNJAC	
<b>Serial Number:</b>	87935397	YUNJAC	
<b>Serial Number:</b>	87935408	YUNJAC	
<b>Serial Number:</b>	87935414	YUNJAC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3038630223		
<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>			
<b>Phone:</b>	3038639700		
<b>Email:</b>	mtrudell@sheridanross.com		
<b>Correspondent Name:</b>	Miriam D. Trudell		
<b>Address Line 1:</b>	1560 Broadway, Suite 1200		
<b>Address Line 2:</b>	Sheridan Ross P.C.		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	7945SH-3		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Miriam D. Trudell		
<b>Address Line 1:</b>	1560 Broadway, Suite 1200		

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<b>Address Line 2:</b>	Sheridan Ross P.C.
<b>Address Line 4:</b>	Denver, COLORADO 80202
<b>NAME OF SUBMITTER:</b>	Miriam D. Trudell
<b>SIGNATURE:</b>	/miriam trudell/
<b>DATE SIGNED:</b>	08/16/2018
<b>Total Attachments: 3</b> source=Assignment for recordation#page1.tif source=Assignment for recordation#page2.tif source=Assignment for recordation#page3.tif	

TRADEMARK ASSIGNMENT

This is an Assignment by SHINSEGAE INC., a S. Korean corporation, having an address of 63, Sogong-ro, Jung-gu, Seoul, S. Korea, ("ASSIGNOR") to SHINSEGAE INTERNATIONAL INC., a S. Korean corporation, having an address of 449, Dosan-daero, Gangnam-gu, Seoul, S. Korea, ("ASSIGNEE"), having an effective date of July 1, 2018 ("Effective Date").

WHEREAS, ASSIGNOR is the owner of the trademarks and service marks, and registration applications and registrations therefor, listed in Appendix A ("MARKS");

WHEREAS, ASSIGNOR is the owner of an ongoing and existing business associated with the MARKS; and

WHEREAS, ASSIGNEE is acquiring the entire business or portion thereof to which the MARKS pertain and ASSIGNOR desires to assign the MARKS to ASSIGNEE.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby transfer the ongoing and existing business associated with the MARKS and does hereby assign to ASSIGNEE all right, title and interest in and to the MARKS together with any and all goodwill of the business symbolized by the MARKS and all registrations and applications therefor.

SHINSEGAE INC.

Date: August 9, 2018

Signature:  \_\_\_\_\_

Print Name: Jae-Young, JANG

Print Title: President

APPENDIX A

Citation	Application Number	Application Date	Goods and Services
WHOLE PLANT EFFECT	App 87939381	App 29-MAY-2018	INT. CL. 3 ADHESIVES FOR AFFIXING FALSE HAIR; ANTISTATIC PREPARATIONS FOR HOUSEHOLD PURPOSES; NAIL POLISH; MAKE-UP; SHAVING GEL; COSMETIC PREPARATIONS FOR THE HAIR AND SCALP; HAIR DYES; HAIR BLEACHES; COSMETIC PREPARATIONS FOR BATHS; ADHESIVES FOR COSMETIC USE; SHAMPOOS; SUNSCREEN PREPARATIONS; CLEANING AND POLISHING PREPARATIONS; ROOM FRAGRANCING PREPARATIONS; COSMETICS FOR ANIMALS; ESSENTIAL OILS; FALSE EYELASHES; DEPILATORY PREPARATIONS; EXFOLIANT CREAMS; COSMETIC PREPARATIONS FOR SLIMMING PURPOSES; DENTIFRICES; NON-MEDICATED EXFOLIATING PREPARATIONS FOR SKIN; LIQUID BATH SOAPS; PERFUMERY; PERFUME; PERFUMED SOAP; CLEANER FOR COSMETIC BRUSHES; COSMETIC SOAPS; MASK PACK FOR COSMETIC PURPOSES; COTTON WOOL FOR COSMETIC PURPOSES; TISSUES IMPREGNATED WITH MAKE-UP REMOVING PREPARATIONS; COSMETICS
YUNJAC WHOLE PLANT EFFECT	App 87939388	App 29-MAY-2018	INT. CL. 3 ADHESIVES FOR AFFIXING FALSE HAIR; ANTISTATIC PREPARATIONS FOR HOUSEHOLD PURPOSES; NAIL POLISH; MAKE-UP; SHAVING GEL; COSMETIC PREPARATIONS FOR THE HAIR AND SCALP; HAIR DYES; HAIR BLEACHES; COSMETIC PREPARATIONS FOR BATHS; ADHESIVES FOR COSMETIC USE; SHAMPOOS; SUNSCREEN PREPARATIONS; CLEANING AND POLISHING PREPARATIONS; ROOM FRAGRANCING PREPARATIONS; COSMETICS FOR ANIMALS; ESSENTIAL OILS; FALSE EYELASHES; DEPILATORY PREPARATIONS; EXFOLIANT CREAMS; COSMETIC PREPARATIONS FOR SLIMMING PURPOSES; DENTIFRICES; NON-MEDICATED EXFOLIATING PREPARATIONS FOR SKIN; LIQUID BATH SOAPS; PERFUMERY; PERFUME; PERFUMED SOAP; CLEANER FOR COSMETIC BRUSHES; COSMETIC SOAPS; MASK PACK FOR COSMETIC PURPOSES; COTTON WOOL FOR COSMETIC PURPOSES; TISSUES IMPREGNATED WITH MAKE-UP REMOVING PREPARATIONS; COSMETICS
YUNJAC	App 87935195	App 24-MAY-2018	INT. CL. 3 ADHESIVES FOR AFFIXING FALSE HAIR; ANTISTATIC PREPARATIONS FOR HOUSEHOLD PURPOSES; NAIL POLISH; MAKE-UP; SHAVING GEL; COSMETIC PREPARATIONS FOR THE HAIR AND SCALP; HAIR DYES; HAIR BLEACHES; COSMETIC PREPARATIONS FOR BATHS; ADHESIVES FOR COSMETIC USE; SHAMPOOS; SUNSCREEN PREPARATIONS; CLEANING AND POLISHING PREPARATIONS; ROOM FRAGRANCING PREPARATIONS; COSMETICS FOR ANIMALS; ESSENTIAL OILS; FALSE EYELASHES; DEPILATORY PREPARATIONS; EXFOLIANT CREAMS; COSMETIC PREPARATIONS FOR SLIMMING PURPOSES; DENTIFRICES; NON-MEDICATED EXFOLIATING PREPARATIONS FOR SKIN; LIQUID BATH SOAPS; PERFUMERY; PERFUME; PERFUMED SOAP; CLEANER FOR COSMETIC BRUSHES; COSMETIC SOAPS; MASK PACK FOR COSMETIC PURPOSES; COTTON WOOL FOR COSMETIC PURPOSES; TISSUES IMPREGNATED WITH MAKE-UP REMOVING PREPARATIONS; COSMETICS
YUNJAC	App 87935397	App 24-MAY-2018	INT. CL. 21 CONTAINERS FOR HOUSEHOLD OR KITCHEN USE; EYEBROW BRUSHES; POWDER PUFFS; CLEANING SPONGES; CLEANING COMBS; CLEANING RAGS; CLEANING CLOTHS; WASHING BRUSHES; WASHING CLOTHS; COSMETIC BRUSHES; TOILETRY SPONGES; BATH SPONGES; SPONGES FOR APPLYING BODY POWDER; TOOTH BRUSHES; FACIAL BUFFING PADS; SPONGES USED FOR APPLYING MAKE-UP; MAKE-UP MIXING PALETTES SOLD EMPTY; COSMETIC SPATULAS; APPLICATOR STICKS FOR APPLYING MAKE-UP; FITTED VANITY CASES; MAKE-UP REMOVING APPLIANCES

Citation	Application Number	Application Date	Goods and Services
YUNJAC	App 87935408	App 24-MAY-2018	<p><b>INT. CL. 35</b> RETAIL STORE SERVICES FEATURING ADHESIVES FOR AFFIXING FALSE HAIR; ADVERTISING SERVICES; COMMERCIAL INFORMATION AGENCY SERVICES; RETAIL STORE SERVICES FEATURING COSMETIC PREPARATIONS FOR THE HAIR AND SCALP; RETAIL STORE SERVICES FEATURING HAIR DYES; RETAIL STORE SERVICES FEATURING HAIR BLEACHES; RETAIL DEPARTMENT STORE SERVICES; RETAIL STORE SERVICES FEATURING SHAMPOOS; RETAIL STORE SERVICES FEATURING CLEANING AND POLISHING PREPARATIONS; SUPERMARKETS; RETAIL STORE SERVICES FEATURING ROOM FRAGRANCING PREPARATIONS; RETAIL STORE SERVICES FEATURING COSMETICS FOR ANIMALS; RETAIL STORE SERVICES FEATURING ESSENTIAL OILS; COMPREHENSIVE SHOPPING MALL BY INTERNET; RETAIL CONVENIENCE STORES; RETAIL STORE SERVICES FEATURING PERFUMERY; RETAIL STORE SERVICES FEATURING PERFUME; RETAIL STORE SERVICES FEATURING CLEANER FOR COSMETIC BRUSHES; RETAIL STORE SERVICES FEATURING COSMETIC SOAPS; RETAIL STORE SERVICES FEATURING MASK PACK FOR COSMETIC PURPOSES; RETAIL STORE SERVICES FEATURING COTTON WOOL FOR COSMETIC PURPOSES; RETAIL STORE SERVICES FEATURING COSMETIC SPATULAS; RETAIL STORE SERVICES FEATURING TISSUES IMPREGNATED WITH MAKE-UP REMOVING PREPARATIONS; RETAIL STORE SERVICES FEATURING COSMETICS</p>
YUNJAC	App 87935414	App 24-MAY-2018	<p><b>INT. CL. 44</b> NAIL CARE SERVICES; ON-LINE MAKE-UP CONSULTATION SERVICES; PROVIDING PUBLIC BATH FACILITIES; BEAUTY CONSULTANCY SERVICES; BEAUTY CARE SERVICES; COSMETIC BODY CARE SERVICES; COSMETIC FACE CARE SERVICES; HAIR CARE SERVICES; MASSAGE; CONSULTATION SERVICES IN THE FIELD OF MAKE-UP, NAMELY, ON-LINE MAKEUP CONSULTATION SERVICES AND IN-PERSON MAKEUP CONSULTATION AND APPLICATION SERVICES; BEAUTY SALONS; HAIRDRESSING SALONS; SKIN TANNING SERVICE FOR HUMANS FOR COSMETIC PURPOSES; CONSULTING SERVICES IN THE FIELD OF BODY AND BEAUTY CARE VIA THE INTERNET; SKIN CARE SALONS; COSMETIC SKIN CARE SERVICES; MAKE-UP APPLICATION SERVICES</p>