

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707073

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SK Telecom Co., Ltd.		02/07/2022	Corporation: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	SAPEON Korea, Inc.		
Street Address:	10F, 6, Hwangsaеul-ro 258beon-gil, Bundang-gu		
City:	Seongnam-si, Gyeonggi-do		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	Corporation: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	97175350	SAPEON	
Serial Number:	97174952	SAPEON	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	13123600080		
Email:	tmdocket@gbc.law		
Correspondent Name:	Greer, Burns & Crain Ltd.		
Address Line 1:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	147870		
NAME OF SUBMITTER:	B. Joe Kim		
SIGNATURE:	/B. Joe Kim/		
DATE SIGNED:	02/08/2022		
Total Attachments: 2			
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OP \$65.00 97175350

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, SK Telecom Co., Ltd. ("SK Telecom"), a corporation organized and existing under the laws of the Republic of Korea, having an address of SK T-Tower, 65, Eulji-ro Jung-gu Seoul 04539 Republic of Korea ("Assignor") is the sole owner of the following U.S. trademark applications (the "Trademark"):

Mark	Class	Trademark Serial No.
Sapeon	9	97/175,350
Sapeon	42	97/174,952

(hereinafter referred to as the "Trademarks")

WHEREAS, SAPEON Korea, Inc. ("SAPEON Korea"), a corporation organized and existing under the laws of the Republic of Korea, having an address at 10F, 6, Hwangsaeul-ro 258beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea ("Assignee") is desirous of acquiring the entire right, title and interest in and to said Trademark and the goodwill of the business symbolized by the Trademark.

WHEREAS, SK Telecom and SAPEON Korea, Inc. are hereinafter to be jointly referred to as "Parties."

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

1. Be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the full and exclusive right, title and interest in and to said Trademark, along with the goodwill of the business symbolized by the Trademark, together with the right to sue and recover for past infringements, dilution and other violations.

2. The Parties agree to cooperate to provide any necessary assistance in a timely and active manner to ensure a smooth recordation of the assignment to the Assignee of the Trademark and agree to execute additional documents as necessary to carry out the transfer.

SK Telecom Co., Ltd.

Date: Feb 07, 2022

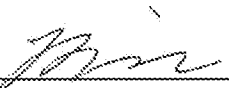
By: 

Name: KIM, Hogeun

Title: VP of Legal

SAPEON Korea, Inc.

Date: Feb 07, 2022

By: 

Name: RYU, SOO JUNG

Title: CEO