

04-03-2002

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

LG ELECTRONICS INC.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other Republic of Korea

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: August 7, 2001

2. Name and address of receiving party(ies)

Name: Sears, Roebuck and Co.

Internal Address: Dept. 766X, B6-363B

Street Address: 3333 Beverly Road

Hoffman Estates

City: State: IL Zip: 60179

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State New York Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

76/097,515

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Amy Cohen Heller Sears, Roebuck and Co. Dept. 766X, B6-363B Internal Address:

Street Address: 3333 Beverly Road

Hoffman Estates

City: State: IL Zip: 60179

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

501849

DO NOT USE THIS SPACE

9. Signature.

Amy Cohen Heller

Name of Person Signing

Signature

Date

2/28/02

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

04/02/2002 AAHME1 00000188 501849 76097515 01 FD:481 40.00 CH

TRADEMARK REEL: 002474 FRAME: 0368

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, LG Electronics Inc., a Corporation of the Republic of Korea (“Assignor”), 20, Yoido-dong, Yongdungpo-gu, Seoul, Korea, has adopted, and through an authorized licensee has used and is using the trademark MAGIC BLUE (the “Mark”) in connection with vacuum cleaners, and said trademark being the subject matter of United States Trademark Application Serial Number 76/097515, filed in the United States Patent and Trademark Office on July 27, 2000 (the “Application”); and

WHEREAS, Sears, Roebuck and Co., a Corporation organized and existing under the Laws of the State of New York (“Assignee”), and located at 3333 Beverly Road, Hoffman Estates, IL 60016, is desirous of acquiring said Mark and the Application for registration thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the above-identified Application therefor.

LG Electronics Inc.



Cha Hong (John) KOO - President

[제 43 호 서식]

등부 2001 제 1043 호

Registered No. 2001 - 1043

인 증

Notarial Certificate

위 양 도 증 에
기재된 LG 전자 주식회사
대표이사 구 자 홍 의
대리인 이 남 순 은
본직의 면전에서 위 본인이
서명한 것임을 자인하였다.

NAM - SOON LEE
attorney - in - fact of
LG ELECTRONICS INC.
President CHA-HONG KOO
appeared before me and admitted said
principal's subscription to the attached
ASSIGNMENT OF TRADEMARK
APPLICATION

2001년 8 월 07 일
이 사무소에서 인증한다.

This is hereby attested on
this 07th day of AUG., 2001
at this office.

공증인가 법무법인 미래
서울 서초구 서초동 1318-2
통영빌딩 9층

MIRAE LAW AND NOTARY OFFICE
9th fl., Tongyong Bldg.
1318-2, Seocho-Dong, Seocho-Gu
Seoul, Korea

공증담당변호사

YANG, ME YOUNG
Attorney at Law acting as Notary Public
This office has been authorized by
the Minister of Justice, the Republic
of Korea to act as Notary Public
since April 23, 1998.
under Law NO. 132

공중
인가 법무법인미래

서울 서초구 서초동 1318-2
(동영빌딩9층)
TEL : 536-0040
FAX : 536-6165

[제 41 호 서식]

Register No. 1043 of 2001.

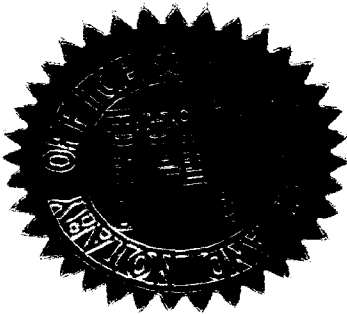
NOTARIAL CERTIFICATE

MIRAE LAW AND NOTARY OFFICE

9th fl., Tongyong Bldg.

1318-2, Seocho-Dong, Seocho-Gu

Seoul, Korea



23230-02111인
90.11.26 승인

210mm × 297mm
인쇄용지(특급)70g/m²

RECORDED: 02/28/2002

TRADEMARK
REEL: 002474 FRAME: 0371