

04-03-2002

Form PTO-1594

RE

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings ⇨ ⇨ ⇨ ▼

102040836

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.

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

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

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.



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Cha Hong (John) KOO - President

등부 2001 제 1043 호

Registered No. 2001 - 1043

인 증

Notarial Certificate

위 양 도 증 에  
가재된 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

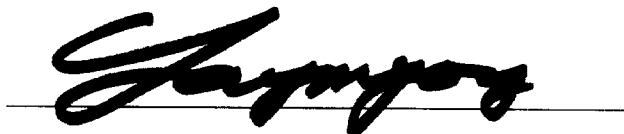
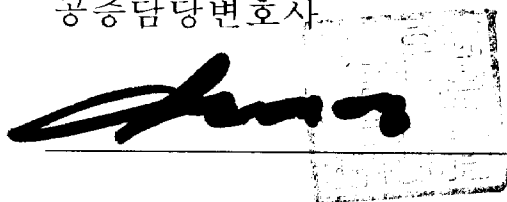
2001년 8 월 07 일  
이 사무소에서 인증한다.

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

**공증  
인가 법무법인미래**

서울 서초구 서초동 1318-2  
(통영빌딩9층)  
TEL : 536-0040  
FAX : 536-6165

[제 41 호 서식]

Register No. 1043 of 2001.

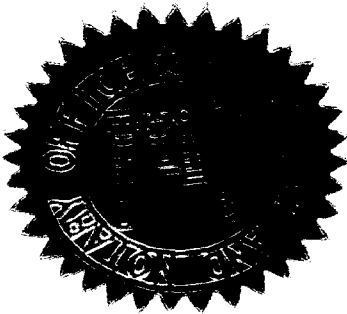
**NOTARIAL CERTIFICATE**

**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/m<sup>2</sup>

**RECORDED: 02/28/2002**

**TRADEMARK**  
**REEL: 002474 FRAME: 0371**