

To the Honorable Commissioner of Patents and Trademarks: Please



by hereof.

1. Name of conveying party(ies): 2-3-03
LG CHEM INVESTMENT LTD.

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

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

2. 102463732 party(ies):
 Name: LG HOUSEHOLD & HEALTH CARE LTD.
 Address: 20, Yoido-dong, Youngdungpo-gu
Seoul, Republic of Korea

FEB 3 2003

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Korea
 Other _____

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 20, 2003

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) & addresses attached?
 Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) 2,632,685

Additional Numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Patrick Boisson
 Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
 Street Address: 866 United Nations Plaza
 City: New York State: NY Zip: 10017

02/28/2003 TBIAZI 00000100 2632685
01 FC:0521 40.00 00

6. Total number of applications and registration involved:.....1

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

Enclosed
 Authorized to be charged to deposit account
 (Only if total fee is not sufficient)

8. Deposit account number:
23-0825-0576900

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Daniel E. Peña [Signature] JAN 30 2003
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: _____

ASSIGNMENT

WHEREAS, LG CHEM INVESTMENT LTD., a corporation organized and existing under the laws of Korea located at 20, Yoido-dong, Yongsungpo-ku, Seoul, Korea ("Assignor"), is the owner of the following trademark (hereinafter, the "Trademark");

TRADEMARK	SERIAL NO./REGISTRATION NO.
ISA KNOX	2,632,685

and WHEREAS, LG HOUSEHOLD & HEALTH CARE LTD., a corporation organized and existing under the laws of Korea located at 20, Yoido-dong, *Yongsungpo-gu*, Seoul, Republic of Korea ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

LG CHEM INVESTMENT LTD.

By: *Jae Kap Sung*

Name: Jae-Kap Sung

Title: President

Date of Signature: January 20, 2003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registration No.: **2,632,685**
Mark: **ISA KNOX**
Registration Date: **October 8, 2002**
Our Ref: **LGC TA-00/06066**

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

APPOINTMENT OF DOMESTIC REPRESENTATIVE

LG HOUSEHOLD & HEALTH CARE LTD., a corporation organized and existing under the laws of Korea located at 20, Yoido-dong, *Youngdungpo-gu*, Seoul, Republic of Korea, the owner of the above registration, hereby appoints the law firm of Fross Zelnick Lehrman & Zissu, P.C. of 866 United Nations Plaza, New York, New York 10017 (Tel: 212-813-5900), its attorneys and representatives upon whom notices or process in proceedings affecting the above-identified mark may be served.

By: _____
[Signature]Name: Mr. Myeong-Jae Cho_____
[Printed or typed]Title: PresidentDate: January 20, 2003