

Form PTO-1504
1-31-92

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of conveying party(ies):
LG CORP.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation Korea
 Other _____
Additional name(s) of conveying party(ies) attached Yes No

2. Name and address of receiving party(ies):
Name: LG HOUSEHOLD & HEALTH CARE LTD.
Address: _____
20, Yoido-dong, Youngdungpo-gu

Seoul, Republic of Korea

 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation Korea
 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) & addresses attached?
 Yes No

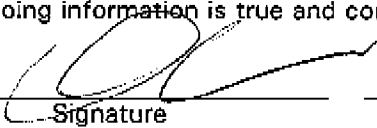
3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: January 28, 2004

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____
B. Trademark Registration No.(s).
1,304,566
Additional Numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Diana Sullivan
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
Street Address: 866 United Nations Plaza
City: New York State: NY Zip: 10017
Tel: (212)813-5900; Fax: (212)813-5901

6. Total number of applications and registration involved:.....1
7. Total fee (37 CFR 3.41) \$ 40.00
 Authorized to be charged to deposit account
(Only if total fee is not sufficient)
8. Deposit account number:
23-0825: LGHH - 0308603
(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.
David Ehrlich  3/22/04
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: _____

CH \$40.00 230825 1304566

ASSIGNMENT

WHEREAS, LG CORP., a corporation organized and existing under the laws of Korea located at 20 Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea ("**Assignor**"), is the owner of the following U.S. trademark registration (hereinafter, the "**Trademark**");

TRADEMARK	REGISTRATION NO.
PERIOE (Stylized)	1,304,566

and WHEREAS, LG Household and Health Care Ltd. ,a corporation organized and existing under the laws of Koreaa located at 20, Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea ("**Assignee**"), is desirous of acquiring the Trademark.

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 Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

LG CORP.

By: Y. S. Kang

Name: YU SIG KANG

Title: President

Date of Signature: January 28, 2004