

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LG CORP.		03/02/2007	CORPORATION: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	LG HOUSEHOLD & HEALTH CARE LTD.		
Street Address:	20, Yoido-dong, Youngdungpo-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2476052		
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	LGC 97/08945		
DOMESTIC REPRESENTATIVE			
Name:			
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CH \$40.00 2476052

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Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/anca nicolescu/

Date:

05/07/2007

Total Attachments: 1

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ASSIGNMENT

WHEREAS, LG Corp., a Republic of Korea corporation, located and doing business at 20, Yoido-Dong, Yongdungpo-ku, Seoul, Republic of Korea (South Korea) ("Assignor"), is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
BAMBOO SALT in Korean Characters	2,476,052	August 7, 2001

WHEREAS, LG Household & Health Care Ltd., a Republic of Korea (South Korea) corporation, located and doing business at 20, Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea (South Korea) ("Assignee"), is desirous of acquiring said registered trademark and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor's knowledge, no proceedings to cancel the registration are pending and no other party makes a claim of ownership to this registration;

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 said trademark and the above-named registration therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

LG Corp.

By: _____

Y. S. Kang
[Signature]

Name: YU SIG KANG

[Printed or typed]

Title: President

Date: March 2, 2007