

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LG CORP.		01/22/2010	CORPORATION: REPUBLIC OF KOREA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LG HOUSEHOLD & HEALTH CARE LTD.		
<b>Street Address:</b>	20, YOIDO-DONG, YOUNGDUNGPO-GU		
<b>City:</b>	SEOUL		
<b>State/Country:</b>	REPUBLIC OF KOREA		
<b>Entity Type:</b>	CORPORATION: REPUBLIC OF KOREA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1621876	SUPER TI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(908)654-7866		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	908-654-5000		
<b>Email:</b>	trademarkadmin@ldlkm.com		
<b>Correspondent Name:</b>	LERNER, DAVID, LITTENBERG, ET AL		
<b>Address Line 1:</b>	600 SOUTH AVENUE		
<b>Address Line 4:</b>	WESTFIELD, NEW JERSEY 07090		
<b>ATTORNEY DOCKET NUMBER:</b>	LGHOUS 10.1-025		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	LERNER, DAVID, LITTENBERG, ET AL		
<b>Address Line 1:</b>	600 SOUTH AVENUE WEST		
<b>Address Line 4:</b>	WESTFIELD, NEW JERSEY 07090		

**CH \$40.00 1621876**

NAME OF SUBMITTER:	KELLY Y. HWANG
Signature:	/KELLY Y. HWANG/
Date:	02/11/2010
Total Attachments: 2 source=am LGHOUS 10.1-025 Assignment#page1.tif source=am LGHOUS 10.1-025 Assignment#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, LG Corp., a corporation organized under the laws of Republic of Korea, having a place of business at 20, Yoido-dong, Yongdungpo-ku, Seoul, Republic of Korea (hereinafter called the "Assignor"), is the owner of the entire right, title and interest in and to the trademark "SUPER TP" U.S. Registration No. 1621876 registered on November 13, 1990 ("the MARK"), and the goodwill appurtenant to said mark and the applications and registrations therefor;

WHEREAS, LG HOUSEHOLD & HEALTH CARE LTD., a corporation organized under the laws of the Republic of Korea, having a place of business at 20, Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea (hereinafter called the "Assignee") desires to receive all of Assignor's right, title and interest in and to the Mark, together with the goodwill associated therewith;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged;

ASSIGNOR agrees to sell, assign, transfer and convey, and by this instrument hereby sells, assigns, transfers and conveys to ASSIGNEE, its successors, legal representatives and assigns, ASSIGNORS' entire right, titles and interest in and to the Mark and the goodwill of the business appurtenant to and connected with the Mark, all rights at common law in the Mark, and ASSIGNOR further assign, transfers, sells and conveys to ASSIGNEE, its successors, legal representatives and assigns, the right to renew, protect defend and enforce any and all rights to the Mark including the right to sue for past infringement, the right to enforce any and all trademark rights of ASSIGNOR and causes of action therefore, presently known or unknown and inuring to ASSIGNEE, and the right to recover all claims for damages or for compensation for past infringement arising out of any cause of action, whether presently known, unknown, accrued or to accrue.

ASSIGNOR agrees to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with perfecting the transfer of all rights to and the vesting of full and complete title in ASSIGNEE, including, without limitation by enumeration, agreeing to the recordation of this Assignment on the records of the United States Patent and Trademark Office. ASSIGNOR agrees further to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with enforcing and defending the rights transferred and particularly in connection with executing any and all instruments deemed by ASSIGNEE to be necessary or desirable to implement and accomplish the transfer, enforcement and/or defense of rights granted by ASSIGNOR hereunder.

IN testimony WHEREOF, the undersigned Assignor and Assignee have executed this Assignment effective as of the 22<sup>nd</sup> of January, 2010

Assignor  
LG Corp.

By: Y. S. Kang  
Name: Mr. Yu Sig Kang  
Title: President

Assignee  
LG HOUSEHOLD & HEALTH CARE LTD.

By: Suk Cha  
Name: Mr. Suk CHA  
Title: President