

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		05/10/2010	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	LG Chem, Ltd.		
Street Address:	20, Yoido-Dong, Youngdungpo-gu		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2859181	LUPOY	
CORRESPONDENCE DATA			
Fax Number:	(310)586-7800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-732-6500		
Email:	LAIPMAIL@gtlaw.com		
Correspondent Name:	Elise Tenen-Aoki		
Address Line 1:	Greenberg Traurig, LLP		
Address Line 2:	3161 Michelson Dr., Suite 1000		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	070475.011000		
DOMESTIC REPRESENTATIVE			
Name:	Elise Tenen-Aoki		
Address Line 1:	Greenberg Traurig, LLP		
Address Line 2:	3161 Michelson Dr.		

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 REEL: 004220 FRAME: 0045**

Address Line 4: Irvine, CALIFORNIA 92612

NAME OF SUBMITTER:

Elise Tenen-Aoki

Signature:

/ETA/

Date:

06/07/2010

Total Attachments: 2

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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 "LUPOY" U.S. Registration No. 2,859,181 registered on JULY 6, 2004 ("the MARK"), and the goodwill appurtenant to said mark and the applications and registrations therefor;

WHEREAS, LG Chem, 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 acknowledge;

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 May 10, 2010.

Assignor
LG Corp.

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

Assignee
LG Chem, Ltd.

By: Bahnsuk Kim
Name: Mr. Bahnsuk KIM
Title: President