

**United States Patent and Trademark Office**

Home | Site Index | Search | Guides | Contacts | eBusiness | eBiz alerts | News | Help

**Electronic Trademark Assignment System**

Trademark Assignment Recordation Form

Navigation: [Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

ETAS v.1.5.2

PTO-1594 (Rev. 10/02)

OMB No. 0651-0027 (Exp. 03/31/2012)

**Validate**

All data entered on the previous screens are displayed below. Check the data carefully. If you find any errors, go back to the appropriate screen and correct. Otherwise, select the Go to Payment screen button to proceed.

**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 CHEM, LTD.		03/11/2011	CORPORATION: REPUBLIC OF KOREA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LG HAUSYS, LTD.		
<b>Street Address:</b>	20, YOIDO-DONG, YOUNGDUNGPO-GU		
<b>City:</b>	SEOUL		
<b>State/Country:</b>	REPUBLIC OF KOREA		
<b>Postal Code:</b>	150-721		
<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>	
<b>Registration Number:</b>	3797990	LOVELLO	
<b>CORRESPONDENCE DATA</b>			

**TRADEMARK****REEL: 004526 FRAME: 100421**

**Fax Number:** (908)654-7866  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 908-654-5000  
**Email:** trademarkadmin@dlkm.com  
**Correspondent Name:** KELLY Y. HWANG  
**Address Line 1:** 600 SOUTH AVENUE WEST  
**Address Line 4:** WESTFIELD, NEW JERSEY 07090

**DOMESTIC REPRESENTATIVE**

**Name:**  
**Address Line 1:**  
**Address Line 2:**  
**Address Line 3:**  
**Address Line 4:**

**NAME OF SUBMITTER:** KELLY Y. HWANG

**Signature:** /KELLY Y. HWANG/ 

**Date:** 04/19/2011

**Total Attachments: 1**  
 source=20110419115053588#page1.tif

**Fee calculated, according to the USPTO fee table**

Description	Fee code	Fee code amount	Quantity	Fee
Recording trademark assignment, agreement or other paper, first mark per document	8521	40.0	1	40.0
<b>Total</b>				<b>\$40.00</b>

Go to Payment screen

Back

Cancel

Advanced Operations

Save form for future access, or prepare a template

| .HOME | INDEX | SEARCH | eBUSINESS | CONTACT US | PRIVACY STATEMENT

04/19/2011 12:10 PM EDT

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

03/15/2011  
 900186360

SUBMISSION TYPE:		NEW ASSIGNMENT													
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL													
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>LG Chem, Ltd.</td> <td></td> <td>03/11/2011</td> <td>CORPORATION: REPUBLIC OF KOREA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	LG Chem, Ltd.		03/11/2011	CORPORATION: REPUBLIC OF KOREA				
Name	Formerly	Execution Date	Entity Type												
LG Chem, Ltd.		03/11/2011	CORPORATION: REPUBLIC OF KOREA												
RECEIVING PARTY DATA															
<table border="1"> <tr> <td>Name:</td> <td>LG Hausys, Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>20, Yoido-dong, Youngdungpo-gu</td> </tr> <tr> <td>City:</td> <td>Seoul</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>150-721</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION:</td> </tr> </table>				Name:	LG Hausys, Ltd.	Street Address:	20, Yoido-dong, Youngdungpo-gu	City:	Seoul	State/Country:	REPUBLIC OF KOREA	Postal Code:	150-721	Entity Type:	CORPORATION:
Name:	LG Hausys, Ltd.														
Street Address:	20, Yoido-dong, Youngdungpo-gu														
City:	Seoul														
State/Country:	REPUBLIC OF KOREA														
Postal Code:	150-721														
Entity Type:	CORPORATION:														
PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3797990</td> <td>LOVELLO</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3797990	LOVELLO						
Property Type	Number	Word Mark													
Registration Number:	3797990	LOVELLO													
CORRESPONDENCE DATA															
<p>Fax Number: (908)654-7866  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>          Phone: 9086545000          Email: trademarkadmin@ldlkm.com          Correspondent Name: Kelly Y. Hwang          Address Line 1: 600 SOUTH AVENUE WEST          Address Line 4: WESTFIELD, NEW JERSEY 07090</p>															
ATTORNEY DOCKET NUMBER:		LGHSYS 10.1-001													
DOMESTIC REPRESENTATIVE															
<p>Name: Kelly Y. Hwang          Address Line 1: 600 South Avenue West          Address Line 4: Westfield, NEW JERSEY 07090</p>															

CH \$40.00 3797990

TRADEMARK  
 REEL: 004526 FRAME: 0044

NAME OF SUBMITTER:	KELLY Y. HWANG
Signature:	/KELLY Y. HWANG/
Date:	03/15/2011
<b>Total Attachments: 1</b> source=LGHSYS 001 trademark assign#page1.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, LG CHEM, Ltd., a Korean corporation, doing business at 20, Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea, (hereinafter referred to as the "Assignor"), is the owner of all right, title and interest in and to the trademark 'LOVELLO' (hereinafter referred to as "Trademark"), which is the subject of U.S. Registration No. 3,797,990 registered on June 8, 2010.

WHEREAS, LG Hausys, Ltd., a Korean corporation, doing business at 20, Yoido-dong, Youngdungpo-gu, Seoul, Republic of Korea, (hereinafter referred to as the "Assignee") desires to acquire all of Assignor's right, title and interest in and to the Trademark, and registration related thereto.

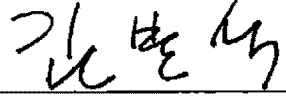
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Trademark and the U.S. Registration No. 3,797,990 related thereto along with the goodwill symbolized by such Trademark and Registration.

The Assignor further sells, assigns and transfer to Assignee any all claims, demands, or other rights occasioned from or because of any and all current or passed infringements of said Trademark together with the right to sue and collect damages and/or profits therefore, including the right to bring suit in its own name, and to receive, retain, hold and enjoy for its own use and behalf any and all damages, profits, or other recoveries or compensation on account of any infringement or suit.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed in its name by its proper and duly authorized corporate officer.

Signed at Seoul, Republic of Korea, this 11<sup>th</sup> day of March, 2011

Assignor  
LG Chem, Ltd.

By:   
Name: KIM, Bahn Suk  
Title: President & CEO