

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 Electronics Inc.		03/22/2012	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	LG Corp.		
Street Address:	20 Yeouido-dong Yeongdeungpo-gu		
City:	Seoul 150-721		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85279736	LG APPS	
CORRESPONDENCE DATA			
Fax Number:	(703)205-8050		
Phone:	7032058000		
Email:	searsk@bskb.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Robert J. Kenney		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		
ATTORNEY DOCKET NUMBER:	0630-4691US1		
DOMESTIC REPRESENTATIVE			
Name:	BIRCH, STEWART, KOLASCH & BIRCH, LLP		
Address Line 1:	P.O. Box 747		
Address Line 4:	Falls Church, VIRGINIA 22040-0747		

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NAME OF SUBMITTER:	Robert J. Kenney
Signature:	/Robert J. Kenney/
Date:	03/22/2012
Total Attachments: 1 source=2012-03-22 lg apps assignment#page1.tif	

TRADEMARK
BOX ASSIGNMENT
0630-4691US1

ASSIGNMENT

WHEREAS, LG Electronics Inc. (hereinafter Assignor), a corporation of South Korea, having a place of business at 20 Yeouido-dong Youngdeungpo-gu, Seoul 150-721, Republic of Korea, is the owner of Trademark Application No. 85/279,736, filed on March 29, 2011, for the mark "LG APPS (& DESIGN) (in Color)", in the U.S. Patent and Trademark Office; and

WHEREAS, LG CORP. (hereinafter Assignee), a corporation of South Korea, having a place of business at 20 Yeouido-dong Youngdeungpo-gu, Seoul 150-721, Republic of Korea, is desirous of acquiring said registration;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said registration, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

ASSIGNOR:

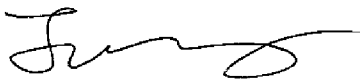
LG Electronics Inc.

Date March 22, 2012

By 
Name Ben Joon KOO
Title VICE CHAIRMAN & CEO

WITNESS:

Date March 22, 2012

By 
Signature

Yoon Jung JANG

Trademark section manager

Park, Kim & Partner

(Korean Trademark Attorney)