

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
VIOLET DREAM INC.		03/25/2013	CORPORATION: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	LG HOUSEHOLD & HEALTH CARE LTD.		
Street Address:	58, Saemunan-ro		
Internal Address:	Jongno-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85786808	VDL	
CORRESPONDENCE DATA			
Fax Number:	9086547866		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	908-654-5000		
Email:	trademarkadmin@ldlkm.com		
Correspondent Name:	KELLY Y. HWANG		
Address Line 1:	600 South Avenue West		
Address Line 4:	Westfield, NEW JERSEY 07090		
ATTORNEY DOCKET NUMBER:	LGCHEM 10.0-109		
DOMESTIC REPRESENTATIVE			
Name:	KELLY Y. HWANG		
Address Line 1:	600 South Avenue West		

CH \$40.00 85786808

Address Line 4: Westfield, NEW JERSEY 07090

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

Signature:	/KELLY Y. HWANG/
------------	------------------

Date:	03/28/2013
-------	------------

Total Attachments: 2

source=violet dr trademark assignment 109#page1.tif

source=violet dr trademark assignment 109#page2.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is by and between Violet Dream Inc., a Korean corporation having a place of business at 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea (the "Assignor") and LG Household & Health Care Ltd., a Korean corporation having a place of business at 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea (the "Assignee").

WHEREAS, Assignor is the owner of the trademark application identified in Schedule A attached hereto (hereinafter "the Trademark"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademark, including the goodwill associated therewith;

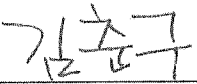
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the Assignee, its successors, assigns or other legal representatives, its entire right, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark and including, without limitation, all common law rights in and to the Trademark.

The foregoing assignment and transfer shall include all claims for profits and damages by reason of past infringement, if any, of the Trademark, with the right to sue for and collect the same for the Assignee's own use and advantage and for the use and advantage of its successors, assigns or other legal representatives.

Assignor further covenants and agrees that it will at any time, upon the request of Assignee, its successors, assigns or legal representatives, execute and deliver to Assignee all further documents which may be necessary for recording in particular jurisdictions Assignee's title in and to the Trademarks, including all confirmatory assignments and all other necessary or supplementary papers which may be required to confirm, perfect or record this title.

Violet Dream Inc.

LG Household & Health Care Ltd.

By: 

By: 

Name: KIM Chun Koo

Name: Suk CHA

Title: President

Title: CEO

Date: March 25, 2013

Date: March 25, 2013

SCHEDULE A

Application No.	Country	Mark
85/786,808	U.S.	VDL (word mark)

Trademark Assignment