

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM385808

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LG HOUSEHOLD & HEALTH CARE LTD.		05/20/2016	Corporation: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	THEFACESHOP CO., LTD.		
Street Address:	58, Saemunan-ro, 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:	86918966	NATURE COLLECTION	
CORRESPONDENCE DATA			
Fax Number:	2129833115		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 935 3000		
Email:	IPDocketingBOS@mintz.com		
Correspondent Name:	Christine M. Baker		
Address Line 1:	666 Third Avenue, 24th Floor		
Address Line 2:	Mintz Levin Cohn Ferris Glovsky & Popeo		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	48137-456-059		
DOMESTIC REPRESENTATIVE			
Name:	Christine M Baker		
Address Line 1:	666 Third Avenue, 24th Floor		
Address Line 2:	Mintz Levin Cohn Ferris Glovsky & Popeo		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Christine M Baker		
SIGNATURE:	/cmbaker/		
DATE SIGNED:	05/26/2016		

CH \$40.00 86918966

Total Attachments: 1

source=ASSIGNMENTforNATURECOLLECTION#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, LG HOUSEHOLD & HEALTH CARE LTD., a corporation organized under the laws of the Republic of Korea with an address of 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea (hereinafter "Assignor"), owns U.S. Application Serial No.: 86/918966 for the



mark (hereinafter the NATURE COLLECTION & DESIGN Mark), in the U.S. Patent and Trademark Office; and

WHEREAS, THEFACESHOP CO., LTD., a corporation organized under the laws of the Republic of Korea with an address of 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea ("Assignee") desires to acquire all rights, title and interest in the NATURE COLLECTION & DESIGN Mark and the goodwill associated therewith and obtain an assignment of U.S. Application Serial No. 86/918966.

Now, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers to Assignee, its successors and assigns all of its rights, title, interest, ownership and subsidiary rights, if any, to the Mark and U.S. Application Serial No. 86/918966 together with the goodwill of the business symbolized by the Mark, as well as the right to sue, counterclaim, recover damages for past, present, and future infringement, misappropriation, or dilution of the rights assigned to the Assignee hereunder.

LG HOUSEHOLD & HEALTH CARE LTD.

A handwritten signature in black ink, appearing to read 'Suk Cha', written over a horizontal dotted line.

Suk Cha
President

Date: May 20, 2016