

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM549835

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.		11/12/2019	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:	87797853	VDI VDIVOV	
CORRESPONDENCE DATA			
Fax Number:	2028611783		
<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>			
Email:	jkuh@bakerlaw.com		
Correspondent Name:	Jenny Kuh		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 2:	Washington Square, Suite 1100		
Address Line 4:	Washington, D.C. 20036-5304		
ATTORNEY DOCKET NUMBER:	115262.000077		
NAME OF SUBMITTER:	Jenny Kuh		
SIGNATURE:	/jk/		
DATE SIGNED:	11/18/2019		
Total Attachments: 1 source=Assignment_US#page1.tif			

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ASSIGNMENT

WHEREAS, LG HOUSEHOLD & HEALTH CARE LTD., having its principal place of business at 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea (“Assignor”), is the owner of the following trademark application (the “Trademark”):

Trademark	Serial No.
 VDIVOV	87-797,853

and WHEREAS, THEFACESHOP CO., LTD., having its principal place of business at 58, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea (“Assignee”), is desirous of acquiring the Trademark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in and to the Trademark, together with the goodwill of the business, symbolized by the Trademark, and the identified registration therefor, and all claims arising out of or relating to the use or ownership of the Trademark.

IN TESTIMONY WHEREOF, Assignor has signed this Assignment or has caused it to be signed and executed by the undersigned representative.

LG HOUSEHOLD & HEALTH CARE LTD.

By: _____ 

Name: Mr. Suk CHA

Title: President

Date of Signature: November 12, 2019