

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM577713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seongchul Yu		04/28/2020	INDIVIDUAL: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	LG Electronics, Inc.		
Street Address:	128, Yeoui-daero, Yeongdeungpo-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Postal Code:	07336		
Entity Type:	Corporation: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88836319	VELVET	
CORRESPONDENCE DATA			
Fax Number:	7032058050		
<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:	7032058000		
Email:	mailroom@bskb.com		
Correspondent Name:	Robert J. Kenney		
Address Line 1:	8110 Gatehouse Road, Suite 100 East		
Address Line 4:	Falls Church, VIRGINIA 22042		
DOMESTIC REPRESENTATIVE			
Name:	Birch Stewart Kolasch & Birch, LLP		
Address Line 1:	8110 Gatehouse Road, Suite 100 East		
Address Line 4:	Falls Church, VIRGINIA 22042		
NAME OF SUBMITTER:	Robert J. Kenney		
SIGNATURE:	/Robert J. Kenney/		
DATE SIGNED:	05/22/2020		
Total Attachments: 3			

OP \$40.00 88836319

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made as of April 28, 2020, by Seongchul YU, an individual having an address of 104-1505, Dongbu Apt., 21, Yaeum-ro, Nam-gu, Ulsan, Republic of Korea ("Assignor"), in favor of LG Electronics, Inc. a corporation having an address of 128, Yeoui-daero, Yeongdeungpo-gu, Seoul 150-721, Republic of Korea ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title, and interest in, to and under the United States trademark application and the mark therein listed in Appendix A attached hereto, including any common law trademark rights therefor (the "Mark"); and

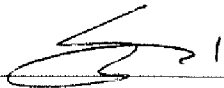
WHEREAS, Assignor and Assignee have entered into an Agreement, under which Assignor agreed to assign to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the Mark, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the Commonwealth of Virginia, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the Commonwealth of Virginia without regard to its conflicts of law principles.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 28th day of April, 2020.

Seongchul YU

By:  _____

SCHEDULE A

Mark	Country	RN	Reg. Date	SN	App. Date
VELVET	US			88-836319	2020-03-16