

TRADEMARK ASSIGNMENT

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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 MobileComm U.S.A., Inc.		08/20/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	LG Electronics Inc.		
Street Address:	20, Yoido-dong, Yongdungpo-gu		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77175071	TRAX	
CORRESPONDENCE DATA			
Fax Number:	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	03586.0134 ASSIGNMENT		
DOMESTIC REPRESENTATIVE			
Name:	Evan Raynes, Finnegan, Henderson et al.		
Address Line 1:	901 New York Avenue, N.W.		
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OP \$40.00 77175071

NAME OF SUBMITTER:	Evan A. Raynes
Signature:	/Evan A. Raynes/
Date:	09/02/2009
Total Attachments: 1 source=TRAX Assignment#page1.tif	

ASSIGNMENT

LG Electronics MobileComm U.S.A., Inc., a California corporation with its principal place of business at 10101 Old Grove Road, San Diego, California 92131, USA ("Assignor"), is the owner of the trademark TRAX and of U.S. Application No. 77/175,071 for the mark ("the Trademark").

LG Electronics Inc., a Republic of Korea corporation with its principal place of business at 20, Yoido-dong, Yongdungpo-gu, Seoul, Republic of Korea ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

LG ELECTRONICS MOBILECOMM
U.S.A., INC.

By:  _____

Name: Alan Tse

Title: General Counsel

Date: August 20, 2009

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