

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LG Chemical Investment, Ltd.		03/04/2003	CORPORATION: REPUBLIC OF KOREA
RECEIVING PARTY DATA			
Name:	LG Corp		
Street Address:	20, Yoido-Dong, Youngdungpo-Gu		
City:	Seoul		
State/Country:	REPUBLIC OF KOREA		
Entity Type:	CORPORATION: REPUBLIC OF KOREA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2859181	LUPOY	
CORRESPONDENCE DATA			
Fax Number:	(310)586-7800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-732-6500		
Email:	laipmail@gtlaw.com		
Correspondent Name:	Elise Tenen-Aoki		
Address Line 1:	Greenberg Traurig, LLP		
Address Line 2:	3161 Michelson Dr.,		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	070475.011000		
DOMESTIC REPRESENTATIVE			
Name:	Elise Tenen-Aoki		
Address Line 1:	Greenberg Traurig, LLP		
Address Line 2:	3161 Michelson Dr., Ste. 1000		

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**TRADEMARK
 REEL: 004219 FRAME: 0788**

Address Line 4: Irvine, CALIFORNIA 92612

NAME OF SUBMITTER:

Elise Tenen-Aoki

Signature:

/ETA/

Date:

06/07/2010

Total Attachments: 0

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