

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM596028

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 Electronics U.S.A., Inc.		07/12/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	LG Electronics Inc.		
Street Address:	128, Yeoui-daero, Yeongdeungpo-gum		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Postal Code:	150-721		
Entity Type:	Corporation: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88637414	TRUE DESIGN CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	2024084400		
<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:	202-408-4000		
Email:	docketing@finnegan.com		
Correspondent Name:	Mark Sommers and Naresh Kilaru		
Address Line 1:	901 New York Avenue NW		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Mark Sommers		
SIGNATURE:	/Mark Sommers/		
DATE SIGNED:	09/04/2020		
Total Attachments: 1			
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OP \$40.00 88637414

ASSIGNMENT

LG Electronics U.S.A., Inc., a Delaware corporation located at 1000 Sylvan Avenue, Englewood Cliffs, New Jersey 07632 ("Assignor") is the owner of the mark TRUE DESIGN CHALLENGE and the associated U.S. Application Serial No. 88637414 (the "Trademark").

LG Electronics Inc., a corporation of the Republic of Korea located at 128, Yeoui-daero, Yeongdeungpo-gum Seoul 150-721 Republic of Korea ("Assignee"), wishes to acquire the Trademark.

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

LG ELECTRONICS U.S.A., INC.

By: John Thomas Mynan

Name: John Thomas Mynan

Title: ASSISTANT GENERAL COUNSEL

Date: 7-12-20