

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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ETAS ID: TM664222

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Seongchul Yu		07/30/2021	INDIVIDUAL: KOREA, REPUBLIC OF
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LG Electronics Inc.		
<b>Street Address:</b>	128, Yeoui-daero, Yeongdeungpo-gu,		
<b>City:</b>	Seoul		
<b>State/Country:</b>	KOREA, REPUBLIC OF		
<b>Postal Code:</b>	07336		
<b>Entity Type:</b>	Corporation: KOREA, REPUBLIC OF		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88947586	SHOE STYLER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	7032058000		
<b>Email:</b>	searsk@bskb.com, Mailroom@bskb.com		
<b>Correspondent Name:</b>	Michael T. Smith		
<b>Address Line 1:</b>	8110 Gatehouse Road, Suite 100 East		
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22042		
<b>ATTORNEY DOCKET NUMBER:</b>	0630-8384US1		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Birch Stewart Kolasch & Birch, LLP		
<b>Address Line 1:</b>	8110 Gatehouse Road, Suite 100 East		
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22042		
<b>NAME OF SUBMITTER:</b>	Michael T. Smith		
<b>SIGNATURE:</b>	/Michael T. Smith/		
<b>DATE SIGNED:</b>	08/02/2021		

OP \$40.00 88947586

**Total Attachments: 1**

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ASSIGNMENT

WHEREAS, Seongchul Yu (hereinafter Assignor), an individual with citizenship of the Republic of Korea, having a place of business at 104-1505, Dong-Bu Apt., 21, Yaeum-ro, Nam-gu, Ulsan, Republic of Korea 44754, is the owner of Trademark Application No. 88/947,586, filed on June 4, 2020 for the mark "Shoe Styler," in the U.S. Patent and Trademark Office; and

WHEREAS, LG Electronics Inc. (hereinafter Assignee), a corporation of the Republic of Korea, having a place of business at 128, Yeoui-daero, Yeongdeungpo-gu, Seoul, Republic of Korea 07336, is desirous of acquiring said application;

(\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to said application, together with the goodwill of the business associated with the mark, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

ASSIGNOR:  
Seongchul Yu

Date July 30, 2021

By  \_\_\_\_\_

Name Seong Chul Yu

Title Trademark Manager