

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM719035

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jongho SOH		02/23/2022	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:	90671796	SHOESPRESSO	
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:	searsk@bskb.com, Mailroom@bskb.com		
Correspondent Name:	Michael T. Smith		
Address Line 1:	8110 Gatehouse Road, Suite 100 East		
Address Line 4:	Falls Church, VIRGINIA 22042		
ATTORNEY DOCKET NUMBER:	0630-8990US1		
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:	Michael T. Smith		
SIGNATURE:	/Michael T. Smith/		
DATE SIGNED:	04/05/2022		

OP \$40.00 90671796

Total Attachments: 1

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TRADEMARK
BOX ASSIGNMENT

ASSIGNMENT

WHEREAS, Jongho SOH (hereinafter Assignor), an individual with citizenship of the Republic of Korea, having a place of business at 3-6, Seongmisan-ro 16-gil, Mapo-gu, Seoul, Republic of Korea 03986, is the owner of Trademark Application No. 90/671,796, filed on April 26, 2021, for the mark "shoespresso," 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;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$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:
Jongho SOH

Date Feb. 23, 2022

By  _____

Name Jongho SOH

Title Senior Manager