

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Ji-Young Kim</td> <td>11/27/2001</td> </tr> <tr> <td>Jong-Ho Kim</td> <td>11/27/2001</td> </tr> <tr> <td>Sug-Youn Chang</td> <td>11/27/2001</td> </tr> <tr> <td>Sei-Young Yun</td> <td>11/27/2001</td> </tr> </tbody> </table>		Name	Execution Date	Ji-Young Kim	11/27/2001	Jong-Ho Kim	11/27/2001	Sug-Youn Chang	11/27/2001	Sei-Young Yun	11/27/2001
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>LG Household & Health Care Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>20, Youido-Dong Youngdeungpo-Gu</td> </tr> <tr> <td>City:</td> <td>Seoul</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>150-010</td> </tr> </table>		Name:	LG Household & Health Care Ltd.	Street Address:	20, Youido-Dong Youngdeungpo-Gu	City:	Seoul	State/Country:	REPUBLIC OF KOREA	Postal Code:	150-010
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CORRESPONDENCE DATA											
Fax Number: (609)896-1469 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 609-844-3030 Email: ipdocket@foxrothschild.com Correspondent Name: Shahn timer Sharareh Address Line 1: Fox Rothschild LLP Address Line 2: 997 Lenox Drive, Bldg. #3 Address Line 4: Lawrenceville, NEW JERSEY 08648											
ATTORNEY DOCKET NUMBER:	LG HOUSEHOLD										
NAME OF SUBMITTER:	Shahn timer Sharareh										
Total Attachments: 2											

OP \$40.00 6780401

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PATENT
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ASSIGNMENT OF APPLICATION FOR UNITED STATES PATENT

WHEREAS Ji-Young KIM, Jong-Ho KIM, Sug-Youn CHANG, Sei-Young YUN, hereinafter (collectively) referred to as the assignor, have invented a certain improvement relating to Patches for teeth whitening for which said assignor has caused an application for a United States Patent to be prepared,

[X] the inventor's declaration for said application being executed concurrently with the execution of this instrument; said application to be filed in the U.S. Patent and Trademark Office;

[] said application having been filed in the U.S. Patent and Trademark Office on _____ and given Application No. _____;

[] said application having been filed under the Patent Cooperation Treaty on _____ and given Application No. _____, the United States of America having been designated.

AND WHEREAS LG Household & Health Care Ltd., existing and organized under the laws of the ROK, having a place of business of 20, Youido-dong, Youngdeungpo-gu, Seoul 150-010, Korea hereinafter referred to as the assignee, is desirous of acquiring the entire right, title and interest in and to said application, including any divisions and continuations thereof, and in and to said invention and any patents which may be granted therefor, including any renewals, reissues and prolongations thereof;

NOW THIS WITNESSETH, that for and in consideration of One Dollar (\$1.00), and other good and valuable consideration paid by said assignee to said assignor, the receipt of which is hereby acknowledged, said assignor hereby assigns, sells and transfers to said assignee, and said assignee's successors and assigns, the entire and exclusive right, title and interest in and to said invention and to said application, including any divisions and continuations thereof, and in any patents which may be granted therefor, including any renewals, reissues and prolongations thereof; said assignee, and said assignee's successors and assigns, to have, hold, exercise and enjoy the said invention and said application, including any divisions and continuations thereof, and any patents which may be granted therefor, including any renewals, reissues and prolongations thereof, with all the rights, powers, privileges and advantages in anywise arising from or appertaining thereto, for and during the term or terms of any such patents when granted, including any renewals, reissues and prolongations thereof, for the use and benefit of said assignee, and said assignee's successors and assigns, in as ample and beneficial a manner as the said assignor might or could have held and enjoyed the same, if this assignment had not been made.

AND said assignor hereby agrees to perform, upon the request of said assignee, or said assignee's successors or assigns, any acts relating to the obtaining or to the asserting of said patents, including any renewals, reissues and prolongations thereof.

AND said assignor authorizes and requests the Commissioner of Patents and Trademarks to issue a Patent on said application, and on any divisions and continuations thereof, to said assignee, and said assignee's successors and assigns, in accordance herewith.

EXECUTED this 29 day of Nov, 2001

ASSIGNOR:

Signature: [Signature]
Name: Ji-Young KIM

WITNESS:

Signature: [Signature]
Name: Byung-Hyun LEE

Address: RM 705, New Seoul Bldg., 828-8, Yeoksam-dong, Kangnam-gu, Seoul 135-080, Republic of Korea

EXECUTED this 29 day of Nov, 2001

ASSIGNOR:

Signature: [Signature]
Name: Jong-Ho KIM

WITNESS:

Signature: [Signature]
Name: Byung-Hyun LEE

Address: RM 705, New Seoul Bldg., 828-8, Yeoksam-dong, Kangnam-gu, Seoul 135-080, Republic of Korea

EXECUTED this 29 day of Nov, 2001

ASSIGNOR:

Signature: [Signature]
Name: Sug-Youn CHANG

WITNESS:

Signature: [Signature]
Name: Byung-Hyun LEE

Address: RM 705, New Seoul Bldg., 828-8, Yeoksam-dong, Kangnam-gu, Seoul 135-080, Republic of Korea

PATENT

REEL: 024103 FRAME: 0440

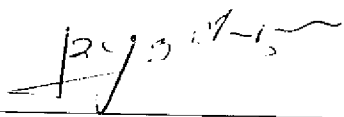
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EXECUTED this 29 day of Nov, 2001

ASSIGNOR:

Signature: 
Name: Sei-Young YUN

WITNESS:

Signature: 

Name: Byung-Hyun LEE

Address: RM 705, New Seoul Bldg., 828-8,
Yeoksam-dong, Kangnam-gu, Seoul 135-080, Republic of Korea