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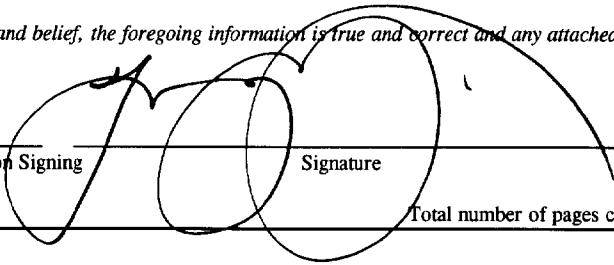
U.S. DEPARTMENT OF COMMERCE  
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DOCKET NO.: P-127

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of conveying party(ies): Kyoung Ro YOON, Jung Min SONG and Sung Bae JUN  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies): Name: <u>LG Electronics Inc.</u> Internal Address:  Street Address: <u>20, Yoido-Dong, Yongdungpo-Ku</u> City: <u>Seoul</u> State/Country: <u>KOREA</u> ZIP:	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other		Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Execution Date: <u>September 18, 2000</u>			
4. Application number(s) or patent number(s): If the document is being filed together with a new application, the execution date of the application is: <u>September 18, 2000</u>			
A. Patent Application No(s).: Filed:		B. Patent No(s) <u>09666790</u>	
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>FLESHNER &amp; KIM, LLP</u> Internal Address:  Street Address: <u>P. O. Box 221200</u>  City: <u>Chantilly</u> State: <u>VA</u> ZIP: <u>20153-1200</u>		6. Total number of applications and patents involved: <u>1</u>  7. Total fee (37 C.F.R. 3.41)..... <u>\$40.00</u> <input checked="" type="checkbox"/> Enclosed (Check No. 9442) <input type="checkbox"/> Authorized to be charged to deposit account	
		8. Deposit account number: <u>16-0607</u>	
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9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</i>			
<u>Daniel Y.J. Kim, Reg. No. 36,186</u> Name and Registration No. of Person Signing		 Signature	
		<u>September 21, 2000</u> Date	
Total number of pages comprising cover sheet: <u>2</u>			
CMB No. 0851-0011 (exp. 4/94)			

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Docket No.: \_\_\_\_\_

**ASSIGNMENT**

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

- (1) Kyoung Ro YOON (4) \_\_\_\_\_
- (2) Jung Min SONG (5) \_\_\_\_\_
- (3) Sung Bae JUN (6) \_\_\_\_\_

who have made a certain new and useful invention, hereby sell, assign and transfer unto

LG Electronics Inc.

its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled

**USER PREFERENCE INFORMATION STRUCTURE HAVING MULTIPLE HIERARCHICAL STRUCTURE AND METHOD FOR PROVIDING MULTIMEDIA INFORMATION USING THE SAME**

(a) for which an application for United States Letters Patent was filed on \_\_\_\_\_ and identified by United States Serial No. \_\_\_\_\_; or

(b) for which an application for United States Letters Patent was executed on September 18, 2000

and the undersigned hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefor and/or that claim priority thereto and any and all extensions, divisions, reissues, substitutes, renewals, continuations, or continuations-in-part thereof and/or that claim priority thereto, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agree that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE.

AND the undersigned hereby agree to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissue or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in an attempt to secure patent protection for the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

SIGNED on the dates indicated beside our signatures:  
INVENTORS

DATE SIGNED

- 1) [Signature]  
Name: Kyoung Ro YOON
- 2) [Signature]  
Name: Jung Min SONG
- 3) [Signature]  
Name: Sung Bae JUN
- 4) \_\_\_\_\_  
Name: \_\_\_\_\_
- 5) \_\_\_\_\_  
Name: \_\_\_\_\_
- 6) \_\_\_\_\_  
Name: \_\_\_\_\_

- \_\_\_\_\_ 9/18/2000
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