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FORM PTO-1596
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

DOCKET NO.: LT-0011

101959620
PATENT ONLY

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

1. Name of conveying party(ies):

Sang Bum KIM and Yong Soo SHIN

2. Name and address of receiving party(ies):

Name: LG Electronics Inc.

Internal Address:

Additional name(s) of conveying party(ies) attached? Yes ☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ OtherStreet Address: 20, Yoido-Dong, Yongdungpo-KuCity: SeoulState/Country: KOREA ZIP:Execution Date: January 16, 2002Additional name(s) & address(es) attached? Yes ☒ No

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: January 16, 2002

A. Patent Application No(s):

Filed:

B. Patent No(s)

Additional numbers attached? Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: FLESHNER & KIM, LLP

Internal Address:

Street Address: P. O. Box 221200City: Chantilly State: VA ZIP: 20153-12006. Total number of applications and patents involved: 17. Total fee (37 C.F.R. 3.41)..... \$40.00☒ Enclosed (Check No. 02014)☐ Authorized to be charged to deposit account

8. Deposit account number:

16-0607

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9. Statement and signature.

*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.*David W. Ward, Reg. No. 45,198

Name and Registration No. of Person Signing

Signature

January 18, 2002

Date

Total number of pages including cover sheet: 2

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PATENT
REEL: 012493 FRAME: 0325

Docket No: LT-0011

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) Sang Bum KIM (4) _____
(2) Yong Soo SHIN (5) _____
(3) _____ (6) _____

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

LG Electronics Inc.
20, Yeoido-dong, Yongsong-Ku
Seoul, Republic of Korea

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

METHOD OF ADVERTISING AND CONDUCTING ELECTRONIC COMMERCIAL TRANSACTIONS THROUGH A COMMUNICATION NETWORK

(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 received on _____

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 therein and any and all extensions, divisions, renewals, substitutions, or continuations-in-part thereof and/or that claim priority therein, 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, renewed 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 and to any improvements, and applications for patents based thereon, growing out of or related to 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.

AND the undersigned hereby grants the firm of FLESHNER & KIM, LLP the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of any issuing authority, including the United States Patent and Trademark Office, for recordation of this document.

SIGNED on the dates indicated beside our signatures:
INVENTORS

DATE SIGNED

1) [Signature]
Name: Sang Bum KIM
2) [Signature]
Name: Yong Soo SHIN
3) _____
Name: _____
4) _____
Name: _____
5) _____
Name: _____
6) _____
Name: _____

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NO. 2519 P. 4

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