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Su Young KIM	Name: LG Electronics Inc.
	Internal Address: 900
Additional name(s) of conveying party(ies) attached? Yes No	5 U
3. Nature of conveyance/Execution Date(s):	Street Address: 20, Yoido-dong, Yongdungpo-gu
Execution Date(s) August 18, 2006	
	Circ. Co. and
Security Agreement Change of Name	City: Seoul
Joint Research Agreement	State:
Executive Order 9424, Confirmatory License	Country: Korea ZIP: 150-721
Other	Additional name(s) & address(es) attached? Yes No
4. Application number(s) or patent number(s): This document is being filed together with a new application	
A. Patent Application No(s).	B. Patent No(s)
New U.S. Patent Application	
Filed: September 26, 2006	
Additional numbers attached? Yes No	
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and patents involved:1
Name: FLESHNER & KIM, LLP	7. Total fee (37 C.F.R. 1.21(h) & 3.41) \$40.00
Internal Address:	Authorized to be charged by credit card
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PATENT REEL: 018346 FRAME: 0313 092606

Docket No.:

HI-0282

ASSIGNMENT

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

hereby scknowledged, the undersigned, (1) KIM. Su Young who have made a certain new and useful invention, hereby sell, assign and transfer unto LG Electronics, Inc. 20 Yoido-dong, Yongdungpo-gu Seoul, Republic of Korea its successors and assigns (hercinafter 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 DISPLAY SYSTEM AND METHOD OF CONTROLLING A DISPLAY SCREEN (a) for which an application for United States Letters Patent was filed on ______ and identified by United States Senial No. _____ or (b) for which an application for United States Letters Patent was executed 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 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 sgree to transfer a like interest, and to render all necessary societance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remaneration, in and to any improvements, and applications for patent 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 saide our signatures: INVENTORS DATE SIGNED 1) August 18, 2006 Name: KIM, Su Young 2) Name: 3) 4) Name: 5) Name: Name

> PATENT REEL: 018346 FRAME: 0314