

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ho Young CHOI	05/06/2008
Tea Jeong AHN	05/06/2008
Sang Keun LEE	05/06/2008
RECEIVING PARTY DATA	
Name:	LG Electronics Inc.
Street Address:	20, Yeouido-dong, Yeongdeungpo-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	150-721
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12115924
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ATTORNEY DOCKET NUMBER:	K-0995
NAME OF SUBMITTER:	Daniel Y.J. Kim
Total Attachments: 1 source=K0995Assignment#page1.tif	

OP \$40.00 12115924

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) Ho Young CHOI (5) _____
- (2) Tea Jeong AHN (6) _____
- (3) Sung Kwon LEE (7) _____
- (4) _____ (8) _____

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

LG Electronics Inc.
20, Yeonido-dong, Yeongdeungpo-gu
Seoul, Korea 150-721

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

HEAD-UP DISPLAY DEVICE FOR VEHICLES

(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 May 6, 2008

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, 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 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 KED & ASSOCIATES, 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 aside our signatures:

INVENTORS	DATE SIGNED
1) <u>Ho Young CHOI</u> Name: Ho Young CHOI	<u>May 6th, 2008</u>
2) <u>Tea Jeong AHN</u> Name: Tea Jeong AHN	<u>May 6th, 2008</u>
3) <u>Sung Kwon LEE</u> Name: Sung Kwon LEE	<u>May 6th, 2008</u>

PATENT