

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Guruprasad NAGARAJ</td> <td>11/28/2008</td> </tr> <tr> <td>Krishna Koteswara Sridhar MURTHY</td> <td>11/28/2008</td> </tr> <tr> <td>Vijayalaxmi PATIL</td> <td>11/28/2008</td> </tr> <tr> <td>Nataraja Kambadahalli MUNIYAPPA</td> <td>11/28/2008</td> </tr> <tr> <td>Sunil Ramappa NYAMAGOUDA</td> <td>11/28/2008</td> </tr> </tbody> </table>		Name	Execution Date	Guruprasad NAGARAJ	11/28/2008	Krishna Koteswara Sridhar MURTHY	11/28/2008	Vijayalaxmi PATIL	11/28/2008	Nataraja Kambadahalli MUNIYAPPA	11/28/2008	Sunil Ramappa NYAMAGOUDA	11/28/2008
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>LG Electronics Inc.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>20, Yeouido-dong, Yeongdeungpo-gu</td> </tr> <tr> <td><b>City:</b></td> <td>Seoul</td> </tr> <tr> <td><b>State/Country:</b></td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>150-721</td> </tr> </table>		<b>Name:</b>	LG Electronics Inc.	<b>Street Address:</b>	20, Yeouido-dong, Yeongdeungpo-gu	<b>City:</b>	Seoul	<b>State/Country:</b>	REPUBLIC OF KOREA	<b>Postal Code:</b>	150-721		
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (703)766-3644</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 703-766-3777</p> <p>Email: mail@ked-iplaw.com</p> <p>Correspondent Name: KED &amp; ASSOCIATES, LLP</p> <p>Address Line 1: P.O. Box 221200</p> <p>Address Line 4: Chantilly, VIRGINIA 20153-1200</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	LGE-0110.04												
<b>NAME OF SUBMITTER:</b>	Daniel Y.J. Kim												

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**PATENT**  
**REEL: 022047 FRAME: 0762**

Total Attachments: 1  
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Docket No.: LGE-0110.04

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) Guruprasad Nagaraj (4) Nataraja Kambadahalli Muniyappa  
(2) Krishna Koteshwara Sridhar Murthy (5) Sunil Ramappa Nyamagouda  
(3) Vijayalaxmi Patil (6) \_\_\_\_\_

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

LG Electronics Inc.

20, Yeouido-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

SYSTEM AND METHOD FOR DISPLAYING A ROTATED IMAGE IN A DISPLAY

DEVICE

(a) for which an application for United States Letters Patent was filed on August 21, 2008, and identified by United States Serial No. 12/195,873; 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;


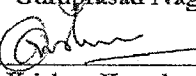
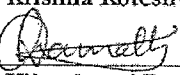
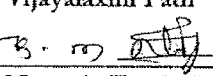
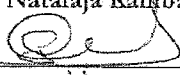
AND the undersigned hereby agree to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further 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></u> Name: <u>Guruprasad Nagaraj</u>	<u>28 - NOV - 2008</u>
2) <u></u> Name: <u>Krishna Koteshwara Sridhar Murthy</u>	<u>28 - NOV - 2008</u>
3) <u></u> Name: <u>Vijayalaxmi Patil</u>	<u>28 - NOV - 2008</u>
4) <u></u> Name: <u>Nataraja Kambadahalli Muniyappa</u>	<u>28 - NOV - 2008</u>
5) <u></u> Name: <u>Sunil Ramappa Nyamagouda</u>	<u>28 - NOV - 2008</u>
6) _____ Name: _____	_____

PATENT

RECORDED: 12/31/2008

REEL: 022047 FRAME: 0764