

Form PTO-1595 (Rev. 07/05)  
 OMB No. 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
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RECORDATION FORM COVER SHEET	
DOCKET NO.: LGE-0110.07	PATENTS ONLY
To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
<p><b>1. Name of conveying party(ies):</b>                      Guruprasad Nagaraj and                      Krishna Koteshwara Sridhar Murthy;</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p><b>2. Name and address of receiving party(ies):</b>                      Name: <u>LG Electronics Inc.</u>                      Internal Address: _____                      _____                      Street Address: _____                      _____                      City: <u>20, Yoido-dong, Youngdungpo-gu</u>                      State: <u>Seoul</u>                      Country: <u>Korea</u> ZIP: <u>150-721</u>                      Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p><b>3. Nature of conveyance/Execution Date(s):</b>                      Execution Dates <u>November 28, 2008</u></p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name  <input type="checkbox"/> Joint Research Agreement  <input type="checkbox"/> Executive Order 9424, Confirmatory License  <input checked="" type="checkbox"/> Other _____</p>	<p><b>4. Application number(s) or patent number(s):</b> <input type="checkbox"/> This document is being filed together with a new application</p> <p>A. Patent Application No(s). <u>12/195,972</u>                      Filed: <u>August 21, 2008</u></p> <p>B. Patent No(s) _____</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p><b>5. Name and address of party to whom correspondence concerning document should be mailed:</b></p> <p>Name: <u>KED &amp; ASSOCIATES, 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>                      Phone Number: <u>(703) 766-3777</u>                      Fax Number: <u>(703) 766-3644</u>                      E-mail Address: <u>mail@ked-iplaw.com</u></p>	<p><b>6. Total number of applications and patents involved:</b> <u>1</u></p> <p><b>7. Total fee (37 C.F.R. 1.21(h) &amp; 3.41)</b> <u>\$40.00</u></p> <p><input type="checkbox"/> Authorized to be charged by credit card (previously paid)  <input checked="" type="checkbox"/> Authorized to be charged to deposit account (if necessary)  <input type="checkbox"/> Enclosed (Check No. _____)  <input type="checkbox"/> None required (government interest not affecting title)</p> <p><b>8. Payment Information</b></p> <p>a. Credit Card Last 4 Numbers <u>1009</u>                      Expiration Date <u>January 2009</u></p> <p>b. Deposit Account Number: <u>16-0607</u>                      Authorized User Name _____</p>
<p><b>9. Signature:</b> _____                      _____                      Signature</p> <p><u>Samuel W. Ntinos, Registration No. 39,318</u>                      Name of Person Signing</p>	<p><u>December 31, 2008</u>                      Date</p> <p>Total number of pages including cover sheet, attachments, and documents: <span style="border: 1px solid black; padding: 2px;">6</span></p>

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, VA 22313-1450

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## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

12/02/2008  
 500718832

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"> <thead> <tr> <th>Name</th> <th>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> </tbody> </table>		Name	Execution Date	Guruprasad NAGARAJ	11/28/2008	Krishna Koteswara Sridhar MURTHY	11/28/2008
Name	Execution Date						
Guruprasad NAGARAJ	11/28/2008						
Krishna Koteswara Sridhar MURTHY	11/28/2008						
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							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12195972</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12195972		
Property Type	Number						
Application Number:	12195972						
CORRESPONDENCE DATA							
Fax Number:	(703)766-3644						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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ATTORNEY DOCKET NUMBER:	LGE-0110.07						
NAME OF SUBMITTER:	Daniel Y.J. Kim						
Total Attachments: 1 source=Assignment#page1.tif							

OP \$40.00 12195972

Docket No.: LGE-0110.07

**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) \_\_\_\_\_
- (2) Krishna Koteshwara Sridhar Murthy (5) \_\_\_\_\_
- (3) \_\_\_\_\_ (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 CHANGING ORIENTATION OF AN IMAGE IN A**  
**DISPLAY DEVICE**

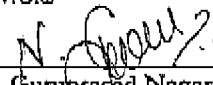

- (a) for which an application for United States Letters Patent was filed on August 21, 2008, and identified by United States Serial No. 12/195,972; or
- (b) for which an application for United States Letters Patent was executed on \_\_\_\_\_

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 hereof 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 FLESHNER & KIM, LLP the power to insure 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) _____ Name: _____	_____
4) _____ Name: _____	_____
5) _____ Name: _____	_____
6) _____ Name: _____	_____

**PATENT**