

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Jun-Serk PARK</td> <td>03/02/2009</td> </tr> <tr> <td>Moon-Ju KIM</td> <td>03/02/2009</td> </tr> <tr> <td>Hye-Jin RYU</td> <td>03/02/2009</td> </tr> <tr> <td>Dong-Seok LEE</td> <td>03/02/2009</td> </tr> </tbody> </table>		Name	Execution Date	Jun-Serk PARK	03/02/2009	Moon-Ju KIM	03/02/2009	Hye-Jin RYU	03/02/2009	Dong-Seok LEE	03/02/2009
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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" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12403528</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12403528						
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Application Number:	12403528										
CORRESPONDENCE DATA											
Fax Number:	(703)766-3644										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	703-766-3777										
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NAME OF SUBMITTER:	Samuel W. Ntiros										
Total Attachments: 1 source=P873Ass#page1.tif											

OP \$40.00 12403528

PATENT

500806105

REEL: 022391 FRAME: 0198

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) Jun-Serk PARK
- (2) Moon-Ju KIM
- (3) Hye-Jin RYU
- (4) Dong-Seok LEE
- (5) _____
- (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, 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

TERMINAL AND MENU DISPLAY METHOD THEREOF

(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 March 2, 2009

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>[Signature]</u> Name: Jun-Serk PARK	<u>Mar 2, 2009</u>
2) <u>[Signature]</u> Name: Moon-Ju KIM	<u>Mar 2, 2009</u>
3) <u>[Signature]</u> Name: Hye-Jin RYU	<u>Mar 2, 2009</u>
4) <u>[Signature]</u> Name: Dong-Seok LEE	<u>Mar 2, 2009</u>
5) _____ Name: _____	_____
6) _____ Name: _____	_____