

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Cheol Woong SHIN	06/19/2009
Hyun Byung CHA	06/19/2009
<b>RECEIVING PARTY DATA</b>	
<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
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	29339520
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<b>ATTORNEY DOCKET NUMBER:</b>	54358-7067
<b>NAME OF SUBMITTER:</b>	Robert J. Goodell
<b>Total Attachments: 1</b> source=054358-7067_ASSIGNMENT#page 1.tif	

**CH \$40.00 29339520**

**ASSIGNMENT**

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

**TELEVISION**

for which I/WE executed an application for United States Letters Patent concurrently herewith; or filed an application for United States Letters Patent on \_\_\_\_, (Application No. \_\_\_\_); and

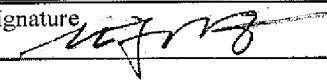

WHEREAS, LG Electronics Inc., a corporation of the Republic of Korea, whose post office address is 20 Yeouido-dong, Yeongdeungpo-gu, Seoul, 150-721, Republic of Korea, (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application for United States Letters Patent on this invention and the Letters Patent to issue upon this application;

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from assignee is hereby acknowledged, I/WE, as assignor(s), have sold, assigned, transferred, and set over, and do hereby scil, assign, transfer, and set over unto the assignee, its lawful successors and assigns, MY/OUR entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof; and I/WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY further covenant and agree that I/WE will, without further consideration, communicate with assignee, its successors and assigns, any facts known to ME/US respecting this invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

AND, I/WE HEREBY authorize and request the attorneys I/WE have empowered in the Declaration and Power of Attorney in this application, to insert here in parenthesis (Application No. 29/339,520, filed July 1, 2009) the filing date and application number of said application when known.

IN TESTIMONY WHEREOF, I/WE have hereunto set our hand(s).

Full Name of Sole or First Assignor SHIN, CHEOL WOONG	Assignor's Signature 	Date June 19, 2009
Address 301-ho, 514, Sanseong-dong, Sujeong-gu, Seongnam-si, Gyeonggi-do, Korea		Citizenship Republic of Korea
Full Name of Second Assignor CHA, HYUNBYUNG	Assignor's Signature 	Date June 19, 2009
Address 809, Daewoo I-vill Apt., Teheran-ro, 891-6, Daechi 4(sa)-dong, Gangnam-gu, Seoul, Korea		Citizenship Republic of Korea
Names of additional inventors attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		