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ET U.S. DEPARTMENT OF COMMERCE  
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To the Honorable Commissioner of

103572347

Attached original documents or copy thereof

1. Name of conveying party(ies):

Jong Yeul SUH, Jae Hyung SONG, Min Sung KWAK,  
Joon Hui LEE, In Hwan CHOI, Chul Soo LEE and Pil  
Sup SHIN

Additional name(s) of conveying party(ies)  
attached?

☐ Yes ☒ No

3. Nature of Conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Execution Date:

8/18/09, 8/18/09, 8/17/09, 8/18/09, 8/18/09, 8/17/09  
and 8/17/09, respectively

2. Name and address of receiving party(ies)

Name: LG Electronics Inc.

Internal Address:

Street Address:

20 Yoido-dong  
Yongdungpo-gu

City: Seoul

Country: Republic of Korea Zip: \_\_\_\_\_

Additional name(s) &  
address(es) attached: ☐ Yes ☒ No

4. Application number(s) or patent number(s):

☒ This document is being filed together with a new application.

A. Patent Application No.(s):

B. Patent No.(s):

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence  
concerning document should be mailed:

Name: Song K. Jung  
MCKENNA LONG & ALDRIDGE LLP  
Internal Address: Atty. Dkt.: 8736.331.00-US  
Street Address:  
1900 K Street, N.W.

City: Washington State: DC Zip: 20006

6. Total number of applications and  
patents involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

☒ Enclosed

☒ Authorized to be charged to deposit account

☐ Authorized to be charged to credit card  
(Form 2038 enclosed)

8. Deposit account number:

50-0911

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy  
is a true copy of the original document.*

Yong S. Choi; Reg. No.: 43,324

Name of Person Signing

[Signature]  
Signature

August 21, 2009

Date

Total number of pages including cover sheet, attachments, and documents: 3

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DC:50642170.1

PATENT  
REEL: 023160 FRAME: 0088

## Assignment of Application

WHEREAS, I (WE)	Jong Yeul SUH, Jae Hyung SONG, Min Sung KWAK, Joon Hui LEE, In Hwan CHOI, Chul Soo LEE and Pil Sup SHIN
, respectively,	
have invented certain new and useful improvements in:	
<b>A METHOD FOR PROCESSING ADDITIONAL INFORMATION RELATED TO AN ANNOUNCED SERVICE OR CONTENT IN AN NRT SERVICE AND A BROADCAST RECEIVER</b>	
for which an application for Letters Patent was executed on	

(Application No.		, Filed		), and
WHEREAS,	LG Electronics Inc.			
(hereinafter referred to as "ASSIGNEE") having a place of business at:				
20, Yeouido-dong, Yeongdeungpo-gu, Seoul, Korea 150-721 Republic of Korea				







is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

I (WE) hereby authorize and request the Patent Office Officials in the United States and Its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behalf of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and

The undersigned hereby grant(s) the firm of McKenna Long & Aldridge LLP, Attorneys at Law, 1900 K Street, N.W., Washington, D.C. 20006 the power to insert on this assignment any further identification, including the application number and filing date, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Date: 8/18/2009
  
 (Signature of Inventor)  
 Jong Yeul SUH
Date: 8/18/2009
  
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 Jae Hyung SONG
Date: 17. AUG. 2009
  
 (Signature of Inventor)  
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Date: 8/18/2009
  
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 Joon Hui LEE
Date: 18 August. 2009
  
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 In Hwan CHOI
Date: Aug 17, 2009
  
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 Chul Soo LEE
Date: 17. 08. 2009
  
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