

PATENT ASSIGNMENT

Electronic Version v1.1

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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Sang-Don PARK</td> <td>11/19/2009</td> </tr> <tr> <td>Soon-Hyung KWON</td> <td>11/19/2009</td> </tr> <tr> <td>Seung-Gyu LEE</td> <td>11/19/2009</td> </tr> <tr> <td>Deog-Jin LEE</td> <td>11/20/2009</td> </tr> </tbody> </table>		Name	Execution Date	Sang-Don PARK	11/19/2009	Soon-Hyung KWON	11/19/2009	Seung-Gyu LEE	11/19/2009	Deog-Jin LEE	11/20/2009
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>LG Electronics Inc.</td> </tr> <tr> <td>Street Address:</td> <td>20, Yoido-dong, Youngdungpo-gu,</td> </tr> <tr> <td>City:</td> <td>Seoul</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>150-721</td> </tr> </table>		Name:	LG Electronics Inc.	Street Address:	20, Yoido-dong, Youngdungpo-gu,	City:	Seoul	State/Country:	REPUBLIC OF KOREA	Postal Code:	150-721
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CORRESPONDENCE DATA											
<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 & ASSOCIATES, LLP</p> <p>Address Line 1: P.O. Box 221200</p> <p>Address Line 4: Chantilly, VIRGINIA 20153-1200</p>											
ATTORNEY DOCKET NUMBER:	LGE-0152										
NAME OF SUBMITTER:	Joanna K. Mason										
<p>Total Attachments: 1</p> <p>source=LGE-0152Assignment#page1.tif</p>											

OP \$40.00 12630026

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PATENT

REEL: 023598 FRAME: 0586

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) Sang-Don PARK(4) Deog-Jin LEE(2) Soon-Hyung KWON

(5) _____

(3) Seung-Gyu LEE

(6) _____

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

LG Electronics Inc.20, Yoido-dong, Youngdungpo-gu,Seoul, 150-721 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

DISPLAY APPARATUS

(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 _____,

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) _____

Name: Sang-Don PARK

Nov. 19 2009

2) _____

Name: Soon-Hyung KWON

Nov. 19. 2009

3) _____

Name: Seung-Gyu LEE

Nov. 19. 2009

4) _____

Name: Deog-Jin LEE

Nov. 20, 2009

5) _____

Name:

6) _____

Name:

PATENT