

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Sae Hun JANG</td> <td>12/02/2009</td> </tr> <tr> <td>Ji Hea KIM</td> <td>12/02/2009</td> </tr> <tr> <td>Jae Hee SHIM</td> <td>12/02/2009</td> </tr> <tr> <td>Uni Young KIM</td> <td>12/02/2009</td> </tr> <tr> <td>Hyung Nam LEE</td> <td>12/02/2009</td> </tr> </tbody> </table>		Name	Execution Date	Sae Hun JANG	12/02/2009	Ji Hea KIM	12/02/2009	Jae Hee SHIM	12/02/2009	Uni Young KIM	12/02/2009	Hyung Nam LEE	12/02/2009
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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, Yeouido-Dong, Yeongdeungpo-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, Yeouido-Dong, Yeongdeungpo-gu	City:	Seoul	State/Country:	REPUBLIC OF KOREA	Postal Code:	150-721		
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<b>CORRESPONDENCE DATA</b>													
<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 &amp; ASSOCIATES, LLP</p> <p>Address Line 1: P.O. Box 221200</p> <p>Address Line 4: Chantilly, VIRGINIA 20153-1200</p>													
ATTORNEY DOCKET NUMBER:	K-1101												
NAME OF SUBMITTER:	Daniel Y.J. Kim												

OP \$40.00 12627504

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**PATENT**  
**REEL: 023652 FRAME: 0913**

Total Attachments: 1  
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## 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) <u>Sae Hun JANG</u> | (4) <u>Uni Young KIM</u> |
| (2) <u>Ji Hea KIM</u>   | (5) <u>Hyung Nam LEE</u> |
| (3) <u>Jae Hee SHIM</u> | (6) _____                |

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

**LG ELECTRONICS INC.**  
**20, YEQUIDO-DONG, YEONGDEUNGPO-GU**  
**SEOUL 150-721**  
**REPUBLIC OF SOUTH 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

### METHOD FOR OUTPUTTING CONTENT INFORMATION AND DISPLAY SYSTEM ENABLING THE METHOD

**November 30, 2009**

(a) for which an application for United States Letters Patent was filed on \_\_\_\_\_, and identified by United States Serial No. 12/627,504; or

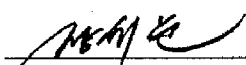

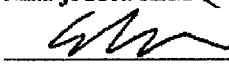
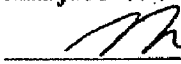

(b) for which an application for United States Letters Patent was executed on \_\_\_\_\_

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) <u></u> Name: Sae Hun JANG	<u>2009 / 12 / 2</u>
2) <u></u> Name: Ji Hea KIM	<u>2009. 12.2</u>
3) <u></u> Name: Jae Hee SHIM	<u>2009. 12.2</u>
4) <u></u> Name: Uni Young KIM	<u>2009 / 12 / 2</u>
5) <u></u> Name: Hyung Nam LEE	<u>2009 / 12 / 2</u>
6) _____ Name: _____	_____