

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Eun Hae CHOI	01/22/2010
<b>RECEIVING PARTY DATA</b>	
Name:	LG Electronics Inc.
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City:	Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	150-721
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	12672779
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Total Attachments: 1 source=K1120Assignment#page1.tif	

OP \$40.00 12672779

Docket No.: **K-1120**

**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) CHOI, Eun Hae (4) \_\_\_\_\_
- (2) \_\_\_\_\_ (5) \_\_\_\_\_
- (3) \_\_\_\_\_ (6) \_\_\_\_\_

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

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

**METHOD AND DEVICE FOR DISPLAYING ELECTRONIC PROGRAM GUIDE**

(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 January 22, 2010.

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>최은혜</u> Name: <b>CHOI, Eun Hae</b>	<u>2010 / 1 / 22</u>
2) _____ Name: _____	_____
3) _____ Name: _____	_____
4) _____ Name: _____	_____
5) _____ Name: _____	_____
6) _____ Name: _____	_____