

# 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>Tae-Hyoung KWAK</td> <td>02/23/2010</td> </tr> <tr> <td>Dong-Seon UH</td> <td>02/23/2010</td> </tr> <tr> <td>Jae-Min OH</td> <td>02/28/2010</td> </tr> <tr> <td>Jae-Deuk YANG</td> <td>02/28/2010</td> </tr> </tbody> </table>		Name	Execution Date	Tae-Hyoung KWAK	02/23/2010	Dong-Seon UH	02/23/2010	Jae-Min OH	02/28/2010	Jae-Deuk YANG	02/28/2010		
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Cheil Industries Inc.</td> </tr> <tr> <td>Street Address:</td> <td>290 Gongdan-dong</td> </tr> <tr> <td>Internal Address:</td> <td>Gumi-si</td> </tr> <tr> <td>City:</td> <td>Gyeongsangbuk-do</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>730-710</td> </tr> </table>		Name:	Cheil Industries Inc.	Street Address:	290 Gongdan-dong	Internal Address:	Gumi-si	City:	Gyeongsangbuk-do	State/Country:	REPUBLIC OF KOREA	Postal Code:	730-710
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<b>PROPERTY NUMBERS Total: 1</b>													
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (704)945-6735</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 704-945-6700</p> <p>Email: rowens@summalaw.com</p> <p>Correspondent Name: Melissa B. Pendleton</p> <p>Address Line 1: 11610 N. Community House Road</p> <p>Address Line 2: Suite 200</p> <p>Address Line 4: Charlotte, NORTH CAROLINA 28277</p>													
ATTORNEY DOCKET NUMBER:	7020.053												
NAME OF SUBMITTER:	Melissa B. Pendleton												

OP \$40.00 12676012

**501106413**

**PATENT**  
**REEL: 024011 FRAME: 0807**

Total Attachments: 4

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**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Tae-Hyoung KWAK  
Dong-Seon UH  
Jae-Min OH  
Jae-Deuk YANG

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 02/23/2010

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Joint Research Agreement  
☐ Government Interest Assignment  
☐ Executive Order 9424, Confirmatory License  
☐ Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Name: Cheil Industries Inc.

Internal Address: \_\_\_\_\_

Street Address: 290 Gongdan-dong

City: Gumi-si

State: Gyeongsangbuk-do

Country: South Korea Zip: 730-710

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

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

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

A. Patent Application No.(s)

12/676,012

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Summa, Additon & Ashe, P.A.

Internal Address: \_\_\_\_\_

Street Address: 11610 N. Community House  
Road, Suite 200

City: Charlotte

State: NC Zip: 28277-2199

Phone Number: 704-945-6700

Fax Number: 704-945-6735

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- ☒ Authorized to be charged by credit card  
☐ Authorized to be charged to deposit account  
☐ Enclosed  
☐ None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature: /Melissa B. Pendleton/**

March 2, 2010

Melissa B. Pendleton

Signature

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

## ASSIGNMENT

WHEREAS, I, **Tae-Hyoung KWAK**, a citizen of the Republic of Korea, with a residence of 206-803, Jangseong Daemyeong Apt., Daehwa-dong, Ilsanseo-gu, Goyang-city, Gyeonggi-do, Republic of Korea; **Dong-Seon UH**, a citizen of the Republic of Korea, with a residence of Asia Seonsuchon Apt. 11-906, Jamsil 7-dong, Songpa-gu, Seoul, Republic of Korea; **Jae-Min OH**, a citizen of the Republic of Korea, with a residence of 418-1801, Poonglim Apt., 872-1, Jeongja-dong, Jangan-gu, Suwon-city, Gyeonggi-do, Republic of Korea; and **Jae-Deuk YANG**, a citizen of the Republic of Korea, with a residence of Unnam Jugong Apt. 207-307, Osan-dong, Osan-city, Gyeonggi-do, Republic of Korea (hereinafter referred to as "ASSIGNOR"), am a joint inventor of certain new and useful improvements (hereinafter collectively referred to as "INVENTION") in *Photoalignment Agent of Liquid Crystal, Photoalignment Film of Liquid Crystal Including the Same, and Liquid Crystal Display Including the Same*, for which an application for United States Letters Patent is being filed concurrently herewith and which application claims priority from an international application filed on December 31, 2007, under Serial No. PCT/KR2007/007037, which itself claims priority from a Korean application filed on October 23, 2007, under Serial No. 10-2007-0106691, and a Korean application filed on October 10, 2007, under Serial No. 10-2007-0102030, all applications listed above being hereinafter referred to as the "APPLICATION"; and

WHEREAS, Cheil Industries Inc., a Korean corporation, having a principal place of business at 290 Gongdan-dong, Gumi-si, Gyeongsangbuk-do 730-710, Republic of Korea,

(hereinafter referred to as "ASSIGNEE") has acquired the equitable right, title, and interest—and is desirous of acquiring any remaining right, title, and interest—in and to said INVENTION as described in said APPLICATION, and in and to any and all Letters Patent that shall be granted with respect to said INVENTION in the United States of America and all foreign countries;

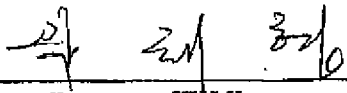
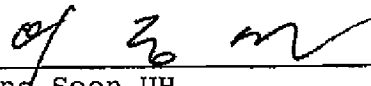
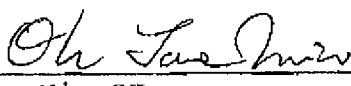
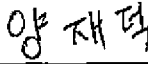
NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred, and conveyed unto said ASSIGNEE, its successors and assigns, my equitable right, title, and interest—and by these presents do hereby sell, assign, transfer, and convey unto said ASSIGNEE, its successors and assigns any remaining right, title, and interest—in and to said INVENTION and APPLICATION, in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues, reexaminations, or extensions thereof that may be granted therefore or thereon, for the full term for which said Letters Patent may be granted, together with the right to claim the priority of said APPLICATION in all foreign countries in accordance with international treaties and conventions, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by me if an assignment and sale had not been made.

I acknowledge that at the time the INVENTION was made, the INVENTION was subject to an obligation of assignment to said ASSIGNEE. I further acknowledge that said ASSIGNEE has the sole right to determine patent prosecution strategies with respect to said INVENTION and all corresponding

applications, and hereby request that Letters Patent be issued in accordance with this assignment.

I further covenant and agree to bind my heirs, legal representatives, and assigns, promptly to communicate to said ASSIGNEE or its representatives any facts known to me relating to said INVENTION, to testify in any interference or legal proceedings involving said INVENTION, to execute any additional papers that may be requested to confirm the right of the ASSIGNEE, its representatives, successors or assigns to secure patent or similar protection for said INVENTION in all countries and to vest in the ASSIGNEE complete title to said INVENTION and Letters Patent, without further compensation, but at the expense of said ASSIGNEE, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, I have hereunto signed my name on the day and year set forth below.

<u>Feb. 23</u> , 2010	 Tae-Hyoung KWAK
<u>Feb. 23</u> , 2010	 Dong-Seon UH
<u>Feb. 23</u> , 2010	 Jae-Min OH
<u>Feb. 23</u> , 2010	 Jae-Deuk YANG

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