

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kye Sook Jeong</td><td>03/09/2010</td></tr><tr><td>In Young Hwang</td><td>03/09/2010</td></tr><tr><td>Mee Yeon Choi</td><td>03/09/2010</td></tr><tr><td>Hyun Suk Jung</td><td>03/09/2010</td></tr><tr><td>Eun Jeong Ryu</td><td>03/09/2010</td></tr><tr><td>Byoung Nam Lee</td><td>03/09/2010</td></tr><tr><td>Jung Seok Hong</td><td>03/09/2010</td></tr></tbody></table>		Name	Execution Date	Kye Sook Jeong	03/09/2010	In Young Hwang	03/09/2010	Mee Yeon Choi	03/09/2010	Hyun Suk Jung	03/09/2010	Eun Jeong Ryu	03/09/2010	Byoung Nam Lee	03/09/2010	Jung Seok Hong	03/09/2010
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<table border="1"><tr><td>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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PROPERTY NUMBERS Total: 1																	
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CORRESPONDENCE DATA																	
Fax Number: (213)623-2211 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
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ATTORNEY DOCKET NUMBER:	2060-3832																

CH \$40.00 12726293

501122275

PATENT
REEL: 024097 FRAME: 0487

NAME OF SUBMITTER:

Richard C. Salfelder

Total Attachments: 2

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ASSIGNMENT

(1-8) Insert Name(s) of
Inventor(s)

(1) Kye Sock JEONG
(2) In Young HWANG
(3) Mee Yeon CHOI
(4) Hyun Suk JUNG

(5) Eun Jeong RYU
(6) Byoung Nam LEE
(7) Jang Seok HONG
(8)

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) Insert name of Assignee

(9) LG Electronics Inc.

(10) Insert state of Incorporation
of Assignee

(10) Republic of Korea

(11) Insert address of Assignee

20, Yeouido-dong, Yeongdeungpo-gu, Seoul 150-721, Korea

(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as

(12) Insert identification of
Invention, such as Title,
Case Number or Foreign
Application Number

(12) METHOD FOR CONTROLLING ICON DISPLAY IN MOBILE
TERMINAL AND MOBILE TERMINAL THEREOF

for which the undersigned has (have) executed an application for patent in the United States of America and all patent applications in foreign countries corresponding thereto or based thereon.

(13) Insert Date of Signing of
Application

(13) Mar. 09, 2010

1) The undersigned agree(s) to execute all papers necessary in connection with any original, reissue, divisional and continuing United States and foreign applications for the above-identified invention and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed any agreement in conflict herewith.

The undersigned hereby appoints the Attorneys associated with Customer No. 035884 the power to insert on this assignment any further identification 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: Mar 09 2010

Signature of Inventor (1)

Date: MAR. 09, 2010

Signature of Inventor (2)

Date: Mar. 09, 2010

Signature of Inventor (3)

Date: MAR. 09, 2010

Signature of Inventor (4)

Date: Mar 09 2010 Signature of Inventor (5) 
Date: Nov. 09, 2010 Signature of Inventor (6) 
Date: Mar. 09, 2010 Signature of Inventor (7) hong