

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Won Do KEE</td> <td>03/22/2010</td> </tr> <tr> <td>Seung Se KIM</td> <td>03/18/2010</td> </tr> <tr> <td>Sung Young PARK</td> <td>03/31/2010</td> </tr> </tbody> </table>		Name	Execution Date	Won Do KEE	03/22/2010	Seung Se KIM	03/18/2010	Sung Young PARK	03/31/2010		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>LG Electronics Inc.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>20 Yoido-dong, Youngdungpo-gu</td> </tr> <tr> <td><b>City:</b></td> <td>Seoul</td> </tr> <tr> <td><b>State/Country:</b></td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>150-721</td> </tr> </table>		<b>Name:</b>	LG Electronics Inc.	<b>Street Address:</b>	20 Yoido-dong, Youngdungpo-gu	<b>City:</b>	Seoul	<b>State/Country:</b>	REPUBLIC OF KOREA	<b>Postal Code:</b>	150-721
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<b>PROPERTY NUMBERS Total: 1</b>											
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (703)766-3644  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 703-766-3777          Email: mail@ked-iplaw.com          Correspondent Name: KED &amp; ASSOCIATES, LLP          Address Line 1: P.O. Box 221200          Address Line 4: Chantilly, VIRGINIA 20153-1200</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	HI-0400										
<b>NAME OF SUBMITTER:</b>	Daniel Y.J. Kim										
<p>Total Attachments: 1          source=HI0400Assignment#page1.tif</p>											

OP \$40.00 12728031

501189965

**PATENT**  
**REEL: 024454 FRAME: 0897**

Docket No.: HI-0400

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) Won Do KEE
- (2) Seung Se KIM
- (3) Sung Young PARK

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

LG Electronics Inc.

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

**OPTICAL ASSEMBLY, BACKLIGHT UNIT INCLUDING THE SAME, AND  
DISPLAY APPARATUS INCLUDING THE BACKLIGHT UNIT**

(a) for which an application for United States Letters Patent was filed on March 19, 2010, and identified by United States Serial No. 12/728,031; 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:

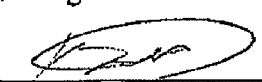
INVENTORS

1) 

Name: Won Do KEE

2) 

Name: Seung Se KIM

3) 

Name: Sung Young PARK

4) \_\_\_\_\_  
Name: \_\_\_\_\_

DATE SIGNED

3.22.2010

MAR. 19. 2010

3.31.2010