

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>Gyuseung KIM</td> <td>08/24/2010</td> </tr> <tr> <td>Kinam KIM</td> <td>08/24/2010</td> </tr> <tr> <td>Daeyoung JUNG</td> <td>08/24/2010</td> </tr> <tr> <td>Sangbaek LEE</td> <td>08/24/2010</td> </tr> </tbody> </table>		Name	Execution Date	Gyuseung KIM	08/24/2010	Kinam KIM	08/24/2010	Daeyoung JUNG	08/24/2010	Sangbaek LEE	08/24/2010
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Gyuseung KIM	08/24/2010										
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Daeyoung JUNG	08/24/2010										
Sangbaek LEE	08/24/2010										
RECEIVING PARTY DATA											
Name:	LG Electronics Inc.										
Street Address:	20 Yeouido-dong, Yeongdeungpo-gu										
City:	Seoul										
State/Country:	REPUBLIC OF KOREA										
Postal Code:	150-721										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12855401</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12855401						
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Application Number:	12855401										
CORRESPONDENCE DATA											
Fax Number:	(703)766-3644										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	mail@ked-iplaw.com										
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ATTORNEY DOCKET NUMBER:	PBC-0195										
NAME OF SUBMITTER:	David C. Oren										
Total Attachments: 1 source=pb-195-assign#page1.tif											

OP \$40.00 12855401

PATENT

501297128

REEL: 025021 FRAME: 0624

Docket No.: PBC-0195

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) Gyuseung Kim (4) Sangbaek Lee
- (2) Kinam Kim (5) _____
- (3) Daeyoung Jung (6) _____

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

LG Electronics Inc.
20 Yeouido-dong, Yeongdeungpo-gu
Seoul, Korea 150-721

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

IMAGE DISPLAY APPARATUS AND METHOD FOR OPERATING AN IMAGE DISPLAY APPARATUS

(a) for which an application for United States Letters Patent was filed on August 12, 2010, and identified by United States Serial No. 12/855,401; or

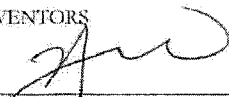



(b) for which an application for United States Letters Patent was executed on _____.

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)  Name: Gyuseung Kim	<u>08/24/2010</u>
2)  Name: Kinam Kim	<u>08/24/2010</u>
3)  Name: Daeyoung Jung	<u>08/24/2010</u>
4)  Name: Sangbaek Lee	<u>08/24/2010</u>