

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>No Ma KIM</td> <td>10/01/2010</td> </tr> <tr> <td>Jae Gwan LEE</td> <td>10/01/2010</td> </tr> <tr> <td>An Na LEE</td> <td>10/01/2010</td> </tr> </tbody> </table>		Name	Execution Date	No Ma KIM	10/01/2010	Jae Gwan LEE	10/01/2010	An Na LEE	10/01/2010
Name	Execution Date								
No Ma KIM	10/01/2010								
Jae Gwan LEE	10/01/2010								
An Na LEE	10/01/2010								
<b>RECEIVING PARTY DATA</b>									
Name:	LG CHEM, LTD.								
Street Address:	20, Yoido-dong								
City:	Youngdungpo-gu, Seoul								
State/Country:	REPUBLIC OF KOREA								
Postal Code:	150-721								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12812593</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12812593				
Property Type	Number								
Application Number:	12812593								
<b>CORRESPONDENCE DATA</b>									
Fax Number:	(202)496-7756								
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006								
ATTORNEY DOCKET NUMBER:	29137.631.00								
NAME OF SUBMITTER:	Matthew T. Bailey								
Total Attachments: 2 source=631_Assignment#page1.tif source=631_Assignment#page2.tif									

CH \$40.00 12812593

## Assignment of Application

WHEREAS, I (WE)	No Ma KIM, Jae Gwan LEE, An Na LEE		
			, respectively,
have invented certain new and useful improvements in:			
<b>PRESSURE-SENSITIVE ADHESIVE COMPOSITION, PROTECTIVE FILM, POLARIZER AND LIQUID CRYSTAL DISPLAY COMPRISING THE SAME</b>			
for which an application for Letters Patent was executed on			

(Application No.	<b>12/812,593</b>	, Filed	<b>July 12, 2010</b>	), and
WHEREAS,	LG CHEM, LTD.			
(hereinafter referred to as "ASSIGNEE") having a place of business at: 20, Yoido-dong, Youngdungpo-gu, Seoul 150-721, Republic of Korea				

is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefore in the United States and its territorial possessions and in any and all foreign countries;

NOW, THEREFORE, in consideration of the sum of FIVE DOLLARS (\$5.00), the receipt whereof is hereby acknowledged, and for other good and valuable consideration, I (WE), by these presents do sell, assign and transfer unto said ASSIGNEE, the full and exclusive right to the said invention in the United States and its territorial possessions and in all foreign countries and the entire right, title and interest in and to any and all Letters patent which may be granted therefor in the United States and its territorial possessions and in any and all foreign countries and in and to any and all divisions, reissues, continuations, substitutions and renewals thereof.

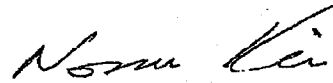
I (WE) hereby authorize and request the Patent Office Officials in the United States and Its territorial possessions and any and all foreign countries to issue any and all of said Letters Patent, when granted, to said ASSIGNEE as the assignee of my (our) entire right, title and interest in and to the same, for the sole use and behalf of said ASSIGNEE, its (his) successors and assigns, to the full end of the term for which said Letters Patent may be granted, as fully and entirely as the same would have been held by me (us) had this Assignment and sale not been made.

Further, I (WE) agree that I (WE) will communicate to said ASSIGNEE or its (his) representatives any facts known to me (us) respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute, renewal and reissue applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said ASSIGNEE, make all rightful oaths, and, generally do everything possible to aid said ASSIGNEE, its (his) successors and assigns, to obtain and

enforce proper protection for said invention in the United States and its territorial possessions and in any and all foreign countries.

The undersigned hereby grant(s) the firm of McKenna Long & Aldridge LLP, Attorneys at Law, 1900 K Street, N.W., Washington, D.C. 20006 the power to insert on this assignment any further identification, including the application number and filing date, 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: October 11, 2010



(Signature of Inventor)  
No Ma KIM

Date: October 11, 2010



(Signature of Inventor)  
Jae Gwan LEE

Date: October 11, 2010



(Signature of Inventor)  
An Na LEE

**McKenna Long & Aldridge LLP**  
Attorneys At Law  
1900 K Street, N.W.  
Washington, D.C. 20006