PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Soo Young PARK	10/28/2010
Kyung Min KIM	10/28/2010

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

Property Type	Number
Application Number:	29378198

CORRESPONDENCE DATA

Fax Number: (202)739-3001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: kcasavecchia@morganlewis.com

Correspondent Name: Robert J. Gaybrick

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Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	001364-7039
NAME OF SUBMITTER:	Robert J. Goodell

Total Attachments: 1

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PATENT REEL: 025226 FRAME: 0671 00 07 ₩

501337095

ATTORNEY DOCKET NO.: 054358-SOLE/JOINT INVENTION (U.S. Rights Only)

ASSIGNMENT

WHEREAS I/We, the below named inventor(s), [hereinafter referred to as Assignor(s)], have made an invention entitled:

TELEVISION

for which I/WE executed an application for United Sapplication for United States Letters Patent on	States Letters Patent concurrently herewith; or filed ar, (Application No); and
WHEREAS, LG ELECTRONICS INC., a co	corporation of the Republic of Korea, whose post
office address is 20 Yeouido-dong Yeongdeungpo-g	gu Seoul 150-721 Republic of Korea, (hereinafter
referred to as Assignee), is desirous of securing the e	entire right, title, and interest in and to this invention,
the application for United States Letters Patent on th	nis invention and the Letters Patent to issue upon this

NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from assignee is hereby acknowledged, I/WE, as assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, MY/OUR entire right, title, and interest in and to this invention and this application, and all divisions, and continuations thereof, and all Letters Patent of the United States which may be granted thereon, and all reissues thereof; and I/WE hereby authorize and request the Commissioner of Patents and Trademarks of the United States to issue all Letters Patent for this invention to assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, I/WE HEREBY further covenant and agree that I/WE will, without further consideration, communicate with assignee, its successors and assigns, any facts known to ME/US respecting this invention and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver all papers that may be necessary or desirable to perfect the title to this invention in said assignee, its successors and assigns, execute all divisional, continuation, and reissue applications, make all rightful oaths and generally do everything possible to aid assignee, its successors and assigns, to obtain and enforce proper patent protection for this invention in the United States, it being understood that any expense incident to the execution of such papers shall be borne by the assignee, its successors and assigns.

AND, I/WE HEREBY authorize and request the attorneys I/WE have empowered in the Declaration and Power of Attorney in this application, to insert here in parenthesis (Application No. 29/378,198 , filed November 1, 2010) the filing date and application number of said application when known.

IN TESTIMONY WHEREOF I/WE have hereunto set our hand(s).

Assignor's Signature 400	Date October 28, 2010
PARK, SOO YOUNG Address 102-701, Hyundai Apt., Sillim 2-dong, Gwanak-gu, Seoul, Korea	
Assignor's Signature	Date October 28, 2010 Citizenship
KIM, KYUNG MIN Address 102-1504, Yeomni Samsung Apt., 520, Yeomni-dong, Mapo-gu, Seoul, Korea	
	vanak-gu, Seoul, Korea Assignor's Signature

I-WA/1632828.2

RECORDED: 11/01/2010

application;

PATENT REEL: 025226 FRAME: 0672