

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>Younghyeog JEON</td><td>11/05/2010</td></tr><tr><td>Beomoh KIM</td><td>11/05/2010</td></tr><tr><td>Heejin PARK</td><td>11/05/2010</td></tr><tr><td>Gyuseog HONG</td><td>11/05/2010</td></tr><tr><td>Seungjin JANG</td><td>11/05/2010</td></tr><tr><td>Jeongmee KOH</td><td>11/05/2010</td></tr><tr><td>Youngdon HWANG</td><td>11/05/2010</td></tr></tbody></table>		Name	Execution Date	Younghyeog JEON	11/05/2010	Beomoh KIM	11/05/2010	Heejin PARK	11/05/2010	Gyuseog HONG	11/05/2010	Seungjin JANG	11/05/2010	Jeongmee KOH	11/05/2010	Youngdon HWANG	11/05/2010
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RECEIVING PARTY DATA																	
<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: (703)766-3644 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone: 703-766-3777																	
Email: Assigned@ked-iplaw.com																	
Correspondent Name: KED & ASSOCIATES, LLP																	
Address Line 1: P.O. Box 221200																	
Address Line 4: Chantilly, VIRGINIA 20153-1200																	
ATTORNEY DOCKET NUMBER:	P-1071																

OP \$40.00 12947230

501351950

PATENT
REEL: 025371 FRAME: 0950

NAME OF SUBMITTER:

Daniel Y.J. Kim

Total Attachments: 2

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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) <u>Younghyeog JEON</u> | (4) <u>Gyuseog HONG</u> |
| (2) <u>Beomoh KIM</u> | (5) <u>Seungjin JANG</u> |
| (3) <u>Heejin PARK</u> | (6) <u>Jeongmee KOH</u> |
| (7) <u>Youngdon HWANG</u> | |

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

LG Electronics Inc.

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

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

**EXERCISE MONITORING APPARATUS, SYSTEM AND CONTROLLING
METHOD THEREOF**

(a) for which an application for United States Letters Patent was filed on, and identified by United States Serial No.; or


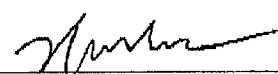

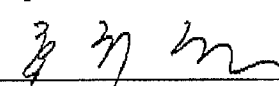

(b) for which an application for United States Letters Patent was executed on November 5, 2010.

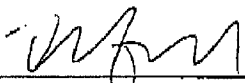
and the undersigned hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefor and/or that claim priority thereto and any and all extensions, divisions, reissues, substitutes, renewals, continuations, 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.

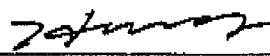
AND the undersigned hereby grants the firm of KED & ASSOCIATES, LLP the power to insert on this assignment any further identification that may be necessary or desirable in order to comply with the rules of any issuing authority, including the United States Patent and Trademark Office, for recordation of this document.

SIGNED on the dates indicated aside our signatures:

INVENTORS	DATE SIGNED
1) <u></u> Name: Younghyeog JEON	<u>Nov. 5. 2010</u>
2) <u></u> Name: Beomoh KIM	<u>Nov. 5. 2010.</u>
3) <u></u> Name: Heejin PARK	<u>Nov. 5. 2010.</u>
4) <u></u> Name: Gyuseog HONG	<u>Nov. 5. 2010.</u>
5) <u></u> Name: Seungjin JANG	<u>Nov. 5, 2010</u>

6) 
Name: Jeongmee KOH

Nov. 5. 2010

7) 
Name: Youngdon HWANG

Nov. 5. 2010