

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Kwangsoo CHOI	11/19/2010
Jongseok KIM	11/19/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LG ELECTRONICS INC.
<b>Street Address:</b>	20 YEOUIDO-DONG, YEONGDEUNGPO-GU
<b>City:</b>	SEOUL
<b>State/Country:</b>	REPUBLIC OF KOREA
<b>Postal Code:</b>	150-721
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12970526
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	PBC-0224.01 SWN/KRF
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**PATENT**  
**REEL: 025513 FRAME: 0260**

## **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><b>Kwangsoo CHOI</b></u> | (4) _____ |
| (2) <u><b>Jongseok KIM</b></u>  | (5) _____ |
| (3) _____                       | (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, 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

### **METHOD FOR OPERATING IMAGE DISPLAY APPARATUS**

(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 19, 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) <br>Name: <b>Kwangsoo CHOI</b> | <u>2010/11/19</u> |
| 2) <br>Name: <b>Jongseok KIM</b>  | <u>2010/11/19</u> |
| 3) _____<br>Name: _____  | _____             |
| 4) _____<br>Name: _____  | _____             |
| 5) _____<br>Name: _____  | _____             |