

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT

**CONVEYING PARTY DATA**

Name	Execution Date
Jae-Deuk YANG	09/21/2011
Eun-Ha KIM	09/21/2011
Myoung-Youp SHIN	09/21/2011
Yong-Sik YOO	09/21/2011
Guk-Pyo JO	09/21/2011
Jung-Gon CHOI	09/21/2011

**RECEIVING PARTY DATA**

<b>Name:</b>	Cheil Industries Inc.
<b>Street Address:</b>	290 Gongdan-dong
<b>Internal Address:</b>	Gumi-si
<b>City:</b>	Gyeongsangbuk-do
<b>State/Country:</b>	REPUBLIC OF KOREA
<b>Postal Code:</b>	730-710

**PROPERTY NUMBERS Total: 1**

Property Type	Number
<b>Application Number:</b>	13238569

**CORRESPONDENCE DATA**

Fax Number: (704)945-6735  
 Phone: 704-945-6700  
 Email: docket@summalaw.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Correspondent Name: Melissa B. Pendleton  
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OP \$40.00 13238569

ATTORNEY DOCKET NUMBER:	7020.086
NAME OF SUBMITTER:	Melissa B. Pendleton
Total Attachments: 4 source=AssignmentsUSPTO#page1.tif source=AssignmentsUSPTO#page2.tif source=AssignmentsUSPTO#page3.tif source=AssignmentsUSPTO#page4.tif	

### RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**

Jae-Deuk YANG  
Eun-Ha KIM  
Myoung-Youp SHIN  
Yong-Sik YOO  
Guk-Pyo JO  
Jung-Gon CHOI

Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**

Name: Cheil Industries Inc.

Internal Address: \_\_\_\_\_

Street Address: 290 Gongdan-dong

City: Gumi-si

State: Gyeongsangbuk-do

Country: South Korea Zip: 730-710

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 09/21/2011

- Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

13/238,569

B. Patent No.(s)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Summa, Additon & Ashe, P.A.

Internal Address: \_\_\_\_\_

Street Address: 11610 N. Community House  
Road, Suite 200

City: Charlotte

State: NC Zip: 28277-2199

Phone Number: 704-945-6700

Fax Number: 704-945-6735

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 1**7. Total fee (37 CFR 1.21(h) & 3.41) \$** 40.00

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:** /Melissa B. Pendleton/

September 21, 2011

Signature

Date

Melissa B. Pendleton

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

## ASSIGNMENT

WHEREAS, I, **Jae-Deuk YANG**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea; **Eun-Ha KIM**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea; **Myoung-Youp SHIN**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea; **Yong-Sik YOO**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea; **Guk-Pyo JO**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea; and **Jung-Gon CHOI**, a Korean citizen, with a mailing address of Cheil Industries Inc., 332-2, Gocheon-dong, Uiwang-si, Gyeonggi-do, Republic of Korea (hereinafter referred to as "ASSIGNOR"), am a joint inventor of certain new and useful improvements (hereinafter collectively referred to as "INVENTION") in *Liquid Crystal Alignment Agent, Liquid Crystal Alignment Film Manufactured Using the Same, and Liquid Crystal Display Device Including the Liquid Crystal Alignment Film*, for which an application for United States Letters Patent is being filed concurrently herewith and which application claims priorities from a Korean application filed on December 29, 2010, under Serial No. 10-2010-0137874, and a Korean application filed on June 29, 2011, under Serial No. 10-2011-0063963, all applications listed above being hereinafter referred to as the "APPLICATION"; and

WHEREAS, Cheil Industries Inc., a Korean corporation (hereinafter referred to as "ASSIGNEE"), having a principal place of business at 290 Gongdan-dong, Gumi-si, Gyeongsangbuk-do 730-710, Republic of Korea, has acquired the equitable right, title,

and interest—and is desirous of acquiring any remaining right, title, and interest—in and to said INVENTION as described in said APPLICATION, and in and to any and all Letters Patent that shall be granted with respect to said INVENTION in the United States of America and all foreign countries;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the ASSIGNOR, have sold, assigned, transferred, and conveyed unto said ASSIGNEE, its successors and assigns, my equitable right, title, and interest—and by these presents do hereby sell, assign, transfer, and convey unto said ASSIGNEE, its successors and assigns any remaining right, title, and interest—in and to said INVENTION and APPLICATION, in and to any and all continuations, continuations-in-part, or divisions thereof, and in and to any and all Letters Patent of the United States of America and all foreign countries or reissues, reexaminations, or extensions thereof that may be granted therefore or thereon, for the full term for which said Letters Patent may be granted, together with the right to claim the priority of said APPLICATION in all foreign countries in accordance with international treaties and conventions, the same to be held and enjoyed by said ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by me if an assignment and sale had not been made.

I acknowledge that at the time the INVENTION was made, the INVENTION was subject to an obligation of assignment to said ASSIGNEE. I further acknowledge that said ASSIGNEE has the sole right to determine patent prosecution strategies with respect to said INVENTION and all corresponding applications, and hereby request that Letters Patent be issued in accordance with this assignment.

I further covenant and agree to bind my heirs, legal representatives, and assigns, promptly to communicate to said ASSIGNEE or its representatives any facts known to me relating to said INVENTION, to testify in any interference or legal proceedings involving said INVENTION, to execute any additional papers that may be requested to confirm the right of the ASSIGNEE, its representatives, successors or assigns to secure patent or similar protection for said INVENTION in all countries and to vest in the ASSIGNEE complete title to said INVENTION and Letters Patent, without further compensation, but at the expense of said ASSIGNEE, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, I have hereunto signed my name on the day and year set forth below.

Sep. 21 \_\_\_\_\_, 2011 양재득  
Jae-Deuk YANG

Sep. 21 \_\_\_\_\_, 2011 김은하  
Eun-Ha KIM

Sep. 21 \_\_\_\_\_, 2011 신명영  
Myoung-Youp SHIN

Sep. 21 \_\_\_\_\_, 2011 유용식  
Yong-Sik YOO

Sep. 21 \_\_\_\_\_, 2011 조국표  
Guk-Pyo JO

Sep. 21 \_\_\_\_\_, 2011 최재곤  
Jung-Gon CHOI