

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>JI HYE KIM</td> <td>12/08/2011</td> </tr> <tr> <td>YONG TAEK OH</td> <td>12/08/2011</td> </tr> </tbody> </table>		Name	Execution Date	JI HYE KIM	12/08/2011	YONG TAEK OH	12/08/2011
Name	Execution Date						
JI HYE KIM	12/08/2011						
YONG TAEK OH	12/08/2011						
RECEIVING PARTY DATA							
Name:	LG INNOTEK CO., LTD.						
Street Address:	SEOUL SQUARE, 541						
Internal Address:	NAMDAEMUNNO 5-GA, JUNG-GU						
City:	SEOUL						
State/Country:	REPUBLIC OF KOREA						
Postal Code:	100-714						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13326795</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13326795		
Property Type	Number						
Application Number:	13326795						
CORRESPONDENCE DATA							
Fax Number:	(352)372-5800						
Phone:	352-375-8100						
Email:	JL@SLEPATENTS.COM						
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>							
Correspondent Name:	JEFF LLOYD						
Address Line 1:	PO BOX 142950						
Address Line 4:	GAINESVILLE, FLORIDA 32614-2950						
ATTORNEY DOCKET NUMBER:	SUN.LGI.340						
NAME OF SUBMITTER:	JEFF LLOYD						
Total Attachments: 2 source=AssignmentAF#page1.tif source=AssignmentAF#page2.tif							

OP \$40.00 13326795

ASSIGNMENT

WHEREAS, I, the undersigned, residing at the indicated addresses given below, respectively, have invented certain new and useful improvements in ELECTRONIC SHELF LABEL AND METHOD OF DISPLAYING REMAINING BATTERY LIFE THEREOF, for which an application for United States Letters Patent was filed, as Serial No. 13/326,795 filed on December 15, 2011.

WHEREAS, **LG INNOTEK CO., LTD.**, a corporation of the country of the Seoul Square, 541, Namdaemunno 5-ga, Jung-gu, Seoul, 100-714, 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 which may be granted therefor in the United States and in any and all foreign countries;

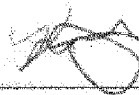
NOW, THEREFORE, in view of valuable consideration, receipt of which is hereby acknowledged, I, the undersigned, have sold, assigned, and transferred, and by these presents do sell, assign, and transfer, unto said **LG INNOTEK CO., LTD.**, its successors and assigns, the full and exclusive right to the 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, and extensions thereof.

I hereby authorize and request the Patent Office Officials in the United States and in any and all foreign countries to issue any and all of said Letters Patent, when granted, to **LG INNOTEK CO., LTD.**, as the assignee of the entire right, title, and interest in and to the same, for the sole use and behoof of said **LG INNOTEK CO., LTD.**, its successors and assigns.

FURTHER, I agree that I will communicate to said **LG INNOTEK CO., LTD.**, or its representatives, any facts known to me respecting said invention; testify in any legal proceedings; sign all lawful papers; execute all divisional, continuation, substitution, renewal, and reissue applications; execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to said **LG INNOTEK CO., LTD.**; make all rightful oaths; and generally do everything possible to aid the said **LG INNOTEK CO., LTD.**, its successors and assigns, to obtain and enforce proper protection for said invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 8th day of December,
2011.

Signed _____



KIM, Ji Hye

Seoul Square, 541, Namdaemunno 5-ga,
Jung-gu, Seoul, 100-714,
Republic of Korea

Signed _____



OH, Yong Taek

Seoul Square, 541, Namdaemunno 5-ga,
Jung-gu, Seoul, 100-714,
Republic of Korea

WITNESS:

Signature: _____



Printed Name: **HWANG, HYE JUNG**

Date: December 8, 2011