

## 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>Kunsik LEE</td> <td>07/17/2012</td> </tr> <tr> <td>Junghoon SON</td> <td>07/17/2012</td> </tr> <tr> <td>Hyunmin KIM</td> <td>07/17/2012</td> </tr> <tr> <td>Sinae CHUN</td> <td>07/17/2012</td> </tr> <tr> <td>Yeonjoo JOO</td> <td>07/17/2012</td> </tr> <tr> <td>Byunghun LEE</td> <td>07/17/2012</td> </tr> <tr> <td>Hyungjin KIM</td> <td>07/17/2012</td> </tr> </tbody> </table>		Name	Execution Date	Kunsik LEE	07/17/2012	Junghoon SON	07/17/2012	Hyunmin KIM	07/17/2012	Sinae CHUN	07/17/2012	Yeonjoo JOO	07/17/2012	Byunghun LEE	07/17/2012	Hyungjin KIM	07/17/2012
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<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>KOREA, REPUBLIC OF</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:	KOREA, REPUBLIC OF	Postal Code:	150-721						
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Application Number:	29427180																
CORRESPONDENCE DATA																	
Fax Number:	2027393001																
Email:	patents@morganlewis.com, kcasavecchia@morganlewis.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:	Robert J. Gaybrick																
Address Line 1:	1111 Pennsylvania Ave, NW																
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004																
ATTORNEY DOCKET NUMBER:	001364-7128																

CH \$40.00 29427180

NAME OF SUBMITTER:

Robert J. Goodell

Total Attachments: 2

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**ASSIGNMENT**

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

**TELEVISION RECEIVER HAVING IMAGE DESIGN DISPLAYED THEREON**

for which I/WE executed an application for United States Letters Patent concurrently herewith; or filed an application for United States Letters Patent on \_\_\_\_, (Application No. \_\_\_\_); and

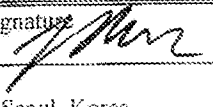
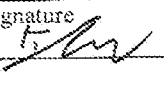
WHEREAS, LG ELECTRONICS INC., a corporation of the Republic of Korea, whose post office address is 20 Yeouido-dong, Yeongdeungpo-gu, Seoul, 150-721, Republic of Korea, (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application for United States Letters Patent on this invention and the Letters Patent to issue upon this application;


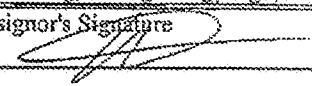
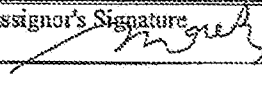
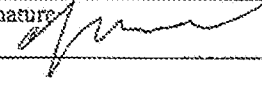
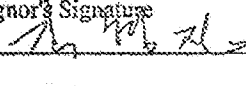
NOW THEREFORE, be it known that, for good and valuable consideration the receipt of which from assignee is hereby acknowledged, I/WE, as assignor(s), have sold, assigned, transferred, and set over, and do hereby sell, assign, transfer, and set over unto the assignee, its lawful successors and assigns, 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. 29/427,180, filed July 16, 2012) the filing date and application number of said application when known.

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

Full Name of Sole or First Assignor Kunsik Lee	Assignor's Signature 	Date July 17, 2012
Address 101-1203, Hyundai Woosung Apt., Hagye 2-dong, Nowon-gu, Seoul, Korea		Citizenship Republic of Korea
Full Name of Second Assignor Junghoon Son	Assignor's Signature 	Date July 17, 2012
Address 101-801, Chunui Jugong Apt., Chunui-dong, Wonmi-gu, Bucheon-si, Gyeonggi-do, Korea		Citizenship Republic of Korea
Names of additional inventors attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Full Name of Third Assignor Hyunmin Kim	Assignor's Signature 	Date July 17, 2012
Address 101-1804, Dream Riverville Apt., 378 (18/8), Dongsan-dong, Yeongdeungpo-gu, Seoul, Korea		Citizenship Republic of Korea
Full Name of Fourth Assignor Sinae Chun	Assignor's Signature 	Date July 17, 2012
Address 105-703, Hanjin Apt., Gwangmyeong 4-dong, Gwangmyeong-si, Gyeonggi-do, Korea		Citizenship Republic of Korea
Full Name of Fifth Assignor Yeonjoo Joo	Assignor's Signature 	Date July 17, 2012
Address 101-2402, Woobang Apt., Sillim 4-dong, Gwanak-gu, Seoul, Korea		Citizenship Republic of Korea
Full Name of Sixth Assignor Byunghun Lee	Assignor's Signature 	Date July 17, 2012
Address 202, 198-26, Donggyo-dong, Mapo-gu, Seoul, Korea		Citizenship Republic of Korea
Full Name of Seventh Assignor Hyungjin Kim	Assignor's Signature 	Date July 17, 2012
Address 1-705, Hanyang Apt., Apgujeong-dong, Gangnam-gu, Seoul, Korea		Citizenship Republic of Korea
Full Name of Eighth Assignor	Assignor's Signature	Date
Address		Citizenship
Full Name of Ninth Assignor	Assignor's Signature	Date
Address		Citizenship
Full Name of Tenth Assignor	Assignor's Signature	Date
Address		Citizenship
Full Name of Eleventh Assignor	Assignor's Signature	Date
Address		Citizenship
Names of additional inventors attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		