

## 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>Ji Young HONG</td> <td>07/10/2012</td> </tr> <tr> <td>Gu Ang JANG</td> <td>07/10/2012</td> </tr> <tr> <td>Jin Hae CHOI</td> <td>07/10/2012</td> </tr> <tr> <td>Kyung In YANG</td> <td>07/10/2012</td> </tr> <tr> <td>Sung Il CHO</td> <td>07/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Ji Young HONG	07/10/2012	Gu Ang JANG	07/10/2012	Jin Hae CHOI	07/10/2012	Kyung In YANG	07/10/2012	Sung Il CHO	07/10/2012
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Sung Il CHO	07/10/2012												
RECEIVING PARTY DATA													
Name:	LG Electronics Inc.												
Street Address:	20 Yeouido-dong Yeongdeungpo-gu												
City:	Seoul												
State/Country:	REPUBLIC OF KOREA												
Postal Code:	150-721												
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>29428212</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29428212								
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Application Number:	29428212												
CORRESPONDENCE DATA													
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>													
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ATTORNEY DOCKET NUMBER:	001401-7078												
NAME OF SUBMITTER:	Robert J. Goodell												
Total Attachments: 2 source=001401-7078_Assignment_07272012#page1.tif source=001401-7078_Assignment_07272012#page2.tif													

CH \$40.00 29428212

**ASSIGNMENT**

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

**Graphic Image for a Display of a Television Receiver**

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

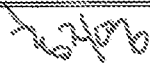
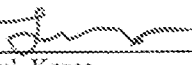
WHEREAS, LG ELECTRONICS INC., a corporation of the Republic of Korea, whose post office address is 20 Yeouido-dong Yeongdeungpo-gu Seoul 150-721 Republic of Korea, (hereinafter referred to as Assignee), is desirous of securing the entire right, title, and interest in and to this invention, the application 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. 29/428,212, filed July 27, 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 JI Young HONG	Assignor's Signature 	Date July 10, 2012
Address 101-1501, Samho Apt., Yeongcheon-dong, Seodaemun-gu, Seoul, Korea		Citizenship Korean
Full Name of Second Assignor Gu Ang JANG	Assignor's Signature 	Date July 10, 2012
Address #502, Jinju Ville, 124-179, Namgajwa-dong, Seodaemun-gu, Seoul, Korea		Citizenship Korean
Names of additional inventors attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Full Name of Third Assignor Jin Hae CHOI	Assignor's Signature <i>choi</i>	Date July 10, 2012
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Full Name of Fourth Assignor Kyung In YANG	Assignor's Signature <i>yang</i>	Date July 10, 2012
Address A-618, Doosan We've Pabirion, Jeongja-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea		Citizenship Korean
Full Name of Fifth Assignor Sung Il CHO	Assignor's Signature <i>cho</i>	Date July 10, 2012
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Full Name of Sixth Assignor	Assignor's Signature	Date
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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		