

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>Donghee YOON</td> <td>09/27/2013</td> </tr> <tr> <td>Injae CHIN</td> <td>09/27/2013</td> </tr> <tr> <td>Dongjune KIM</td> <td>09/27/2013</td> </tr> <tr> <td>Sungwook HAN</td> <td>09/27/2013</td> </tr> <tr> <td>Jiyong LEE</td> <td>09/27/2013</td> </tr> </tbody> </table>		Name	Execution Date	Donghee YOON	09/27/2013	Injae CHIN	09/27/2013	Dongjune KIM	09/27/2013	Sungwook HAN	09/27/2013	Jiyong LEE	09/27/2013
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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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CORRESPONDENCE DATA													
<p>Fax Number: 7037663644 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 7037663777 Email: assigned@ked-iplaw.com Correspondent Name: KED & ASSOCIATES, LLP Address Line 1: P.O. Box 8638 Address Line 4: Reston, VIRGINIA 20195</p>													
ATTORNEY DOCKET NUMBER:	K-1587												
NAME OF SUBMITTER:	Daniel Y.J. Kim												
Signature:	/Daniel Y.J. Kim/												
Date:	10/01/2013												
Total Attachments: 1 source=Assignment#page1.tif													

OP \$40.00 14042848

PATENT

Docket No.: K-1587

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>Donghee YOON</u> | (4) <u>Sungwook HAN</u> |
| (2) <u>Injae CHIN</u> | (5) <u>Jiyong LEE</u> |
| (3) <u>Dongjune KIM</u> | (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

DIGITAL SIGNAGE

(a) for which an application for United States Letters Patent was filed on _____, and identified by United States Serial No. _____; or

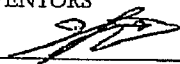
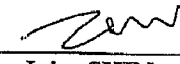


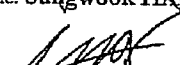
(b) for which an application for United States Letters Patent was executed on September 27, 2013

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)	 Name: <u>Donghee YOON</u>	<u>9. 27. 2013</u>
2)	 Name: <u>Injae CHIN</u>	<u>9. 27. 2013</u>
3)	 Name: <u>Dongjune KIM</u>	<u>9. 27. 2013</u>
4)	 Name: <u>Sungwook HAN</u>	<u>9. 27. 2013</u>
5)	 Name: <u>Jiyong LEE</u>	<u>9. 27. 2013</u>