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PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
EUN SEON AHN	11/13/2009
JUNG HOON SON	11/13/2009
BYUNG HUN LEE	11/13/2009
SU RE BAK	11/13/2009
KUN SIK LEE	11/13/2009

RECEIVING PARTY DATA

Name:	LG ELECTRONICS INC.
Street Address:	20, YEOUIDO-DONG, YEONGDEUNGPO-GU
City:	SEOUL
State/Country:	KOREA, REPUBLIC OF
Postal Code:	150-721

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14591965

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ATTORNEY DOCKET NUMBER:	20211-0143002
NAME OF SUBMITTER:	SHARON M. ALLEN
SIGNATURE:	/Sharon M. Allen/
DATE SIGNED:	01/08/2015
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Total Attachments: 2

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PATENT REEL: 034664 FRAME: 0203

ASSIGNMENT

For valuable consideration, we, **EUN SEON AHN** of LG ELECTRONICS INC.IP GROUP 16 Woomyeon-Dong, Seocho-Gu, Seoul, 137-724, Korea, **JUNG HOON SON** of LG ELECTRONICS INC.IP GROUP 16 Woomyeon-Dong, Seocho-Gu, Seoul, 137-724, Korea, **BYUNG HUN LEE** of LG ELECTRONICS INC.IP GROUP 16 Woomyeon-Dong, Seocho-Gu, Seoul, 137-724, Korea, **SU RE BAK** of LG ELECTRONICS INC.IP GROUP 16 Woomyeon-Dong, Seocho-Gu, Seoul, 137-724, Korea and **KUN SIK LEE** of LG ELECTRONICS INC.IP GROUP 16 Woomyeon-Dong, Seocho-Gu, Seoul, 137-724, Korea, hereby assign to: **LG** Electronics Inc., a corporation of Republic of Korea having a place of business at: 20, Yeouido-dong, Yeongdeungpo-gu, Seoul, 150-721 Republic of Korea; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled **DIGITAL TELEVISION AND** METHOD OF PROVIDING GRAPHICAL USER INTERFACE USING THE SAME, filed December 7, 2009, and assigned U.S. Serial Number 12/631,890, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

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