

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Yong Soo PARK	08/26/2019
Hyong Guk KIM	08/26/2019
Hyeong Jin IM	08/26/2019
Jaehoon CHO	08/26/2019
Hee Jong HEO	08/26/2019
Yoonjung HONG	08/26/2019
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LG Electronics Inc.
<b>Street Address:</b>	128, Yeoui-daero, Yeongdeungpo-gu Seoul 07336
<b>Internal Address:</b>	Republic of Korea
<b>City:</b>	Seoul
<b>State/Country:</b>	Republic of Korea
<b>Postal Code:</b>	07336
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	16490226
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<b>ATTORNEY DOCKET NUMBER:</b>	44118-0075US1
<b>NAME OF SUBMITTER:</b>	MELISSA ANDERSEN
<b>SIGNATURE:</b>	/Melissa Andersen/
<b>DATE SIGNED:</b>	05/22/2020

PATENT

**Total Attachments: 7**

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ASSIGNMENT

For valuable consideration, the receipt of which we acknowledge, and intending to be bound legally, we, YONG SOO PARK, HYONG GUK KIM, HYEONG JIN IM, JAEHOON CHO, HEE JONG HEO, and YOONJUNG HONG, each individually assign to LG ELECTRONICS INC., a corporation formed under the laws of Republic of Korea, and having a principal place of business at 128, Yeoui-daero, Yeongdeungpo-gu, Seoul 07336, Republic of Korea, and its successors, transferees, and assignees (collectively the "Assignee"), all of our individual and joint right, title, and interest throughout the world in the invention(s) (the "Subject Matter") described in a patent application that names us as inventors, is titled "SYSTEM AND METHOD FOR PROVIDING CUSTOMIZED RECOMMENDATION SERVICE USED FOR AUTONOMOUS VEHICLE," and was or will be filed in the United States Patent and Trademark Office on August 30, 2019, as application 16/490,226 (the "Application"). We authorize the insertion of the filing date and application number above.

This Assignment assigns, in addition to the Subject Matter of the Application, (a) the Application and all other applications that may be made for, and all patents, utility models, design registrations, and other rights of exclusion and inventors' certificates for, any of the Subject Matter (collectively the "Applications and Granted Rights") in every country or region and under every treaty or convention, (b) the right to claim priority based on and the benefit of the filing date of any of the Applications and Granted Rights under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other applicable treaties or conventions, and (c) the right to pursue, collect, and retain in the Assignee's name or otherwise, damages and any other remedies arising from any past, present, or future infringement of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment.

We authorize the Assignee to apply for and pursue protection for any or all of the Subject Matter, the Applications and Granted Rights, and any other rights assigned by this Assignment in all countries, regions, and territories of the world, in our names or in the Assignee's name.

We represent and warrant that we have the right and power to make this Assignment and that we have not made and will not make any other assignment that conflicts with this Assignment.

We will communicate to the Assignee (or, at the request of the Assignee to other parties) all known facts in any form relating to the Subject Matter; will execute and provide all oaths and declarations, statements, testimony, assignments, powers of attorney, applications, and documents; and will perform all other lawful acts necessary or desirable to secure fully to the Assignee the rights, titles, and interests assigned by this Assignment.

박 용 수

Yong Soo PARK

Date: August 26, 2019

Witnessed by:

Signature: 김 훈 진

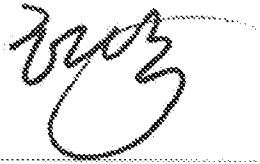
Date: August 26, 2019

Print Name: Hwojin KIM

Signature: JANG

Date: August 26, 2019

Print Name: Jieun JANG



.....  
Hyong Guk KIM

Date: August 26, 2019

Witnessed by:

Signature: 김효진

Date: August 26, 2019

Print Name: Hyojin KIM

Signature: JANG

Date: August 26, 2019

Print Name: Jieun JANG

임형진

Hyeong Jin IM

Date: August 26, 2019

Witnessed by:

Signature: 김효진

Date: August 26, 2019

Print Name: Hyeon KIM

Signature: JANG

Date: August 26, 2019

Print Name: Jieun JANG

조재훈  
Jaehoon CHO

Date: August 26, 2019

Witnessed by:

Signature: 김효진

Date: August 26, 2019

Print Name: Hyojin KIM

Signature: JANG

Date: August 26, 2019

Print Name: Jicun JANG

허희정

Hee Jong HEO

Date: August 26, 2019

Witnessed by:

Signature: 김효진

Date: August 26, 2019

Print Name: Hyojin KIM

Signature: JANG

Date: August 26, 2019

Print Name: Jieun JANG



홍 윤정  
Date: August 26, 2019  
Yoonjung HONG

Witnessed by:

Signature: 김 효진 Date: August 26, 2019

Print Name: Hyojin KIM

Signature: JANG Date: August 26, 2019

Print Name: Jieun JANG

The Assignee hereby acknowledges and accepts the foregoing assignment.

Assignee: LG ELECTRONICS INC.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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