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FORM PTO-1595

U.S. DEPARTMENT OF COMMERCE

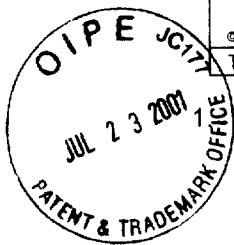


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To the Honorable Commissioner of Patent

original documents or copy thereof.



Name of conveying party(ies):

Jung-wan KO  
Byung-jun KIM

07/23/01

2. Name and Address of receiving party(ies):

SAMSUNG ELECTRONICS Co., LTD.  
416 Maetan-dong, Paldal-gu  
Suwon-city, Kyungki-Do  
Republic of Korea

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other: \_\_\_\_\_

Execution Date(s): June 4, 2001

4. Application number(s) or patent number(s):

This document is being filed together with a new application:  
(a) The execution date(s) of the application is/are:  
(b) The title is:  
OR  
 This document is being filed after filing of the application:  
(a) Patent Application No(s). 09/809,631, filed March 16, 2001; or  
(b) Patent No(s). , issued .

5. Name and address of party to whom correspondence concerning document should be mailed:

STAAS & HALSEY LLP Our Docket: 1293.1184  
Attention: Michael D. Stein  
700 Eleventh Street, N.W., Suite 500  
Washington, D.C. 20001

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... (\$ 40.00 per Assignment)

Enclosed  
 Authorized to be charged to deposit account.

8. Deposit Account No.: 19-3935 (Any underpayment is authorized to be charged to this Deposit Account)  
(Attach duplicate copy of this page if paying by deposit account)

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9.

Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

James G. McEwen, Reg No. 41,983  
Name of Person Signing

  
Signature

JULY 23, 2001  
Date

Total number of pages including cover sheet:3

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# U.S. ASSIGNMENT

5611 8/94

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter, "ASSIGNOR") by

(Insert Name(s) & Address(es) of ASSIGNEE(S))

SAMSUNG ELECTRONICS CO., LTD.

416 Maetan-dong, Paldal-gu, Suwon-city, Kyungki-do

Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled

(Title of Invention)

MEDIA AND METHOD OF UPDATING COMMODITY CATALOG INFORMATION

relating to International Patent Application PCT/JP\_\_\_\_/\_\_\_\_\_ and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(a) executed on \_\_\_\_\_; (Insert date of execution of application, if not concurrent)

(b) filed on 16 March 2001  
Serial No. 09/809,631;

Any registered attorney of STAAS & HALSEY, 700 Eleventh Street, N.W., Washington, D.C. 20001 (202/434-1500) is hereby authorized to insert in (b) the specified data, when known.

and to said application and all Letters Patent(s) of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which the said Letters Patent(s) may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

	(Typed Name & Signature of Inventor(s))	(Date)	(Typed Name & Signature of Witness(es))
1)	<u>Jung-wan Ko</u> Jung-wan Ko	4 June 2001	_____
2)	<u>Byung-Jun Kim</u> Byung-jun Kim	4 June 2001	_____
3)	_____	_____	_____
4)	_____	_____	_____
5)	_____	_____	_____
6)	_____	_____	_____