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Dong-shin JUNG
Kyoung-hoon YI

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

SAMSUNG ELECTRONICS CO., LTD.
416, Maetan-dong, Yeongtong-gu
Suwon-si, Gyeonggi-do 442-742
Republic of Korea*

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Execution Date: November 10, 2003

Additional name(s) & address(es) attached? Yes No

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

If this document is being filed together with a new application, the execution date of the application is: November 10, 2003

A. Patent Application No.(s)
Unknown

B. Patent No.(s)
Not yet assigned

Additional numbers attached? Yes No

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

SUGHRUE MION, PLLC
WASHINGTON OFFICE
23373
CUSTOMER NUMBER

6. Total number of applications and patents involved:
1

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

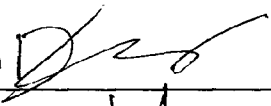
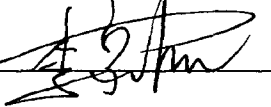
Whereas, I/We, **(1) JUNG, Dong-shin; and (2) YI, Kyoung-hoon**, residing at **(1) and (2) Seoul, Republic of Korea**, hereinafter called assignor(s), have invented certain improvements in **APPARATUS, SYSTEM AND METHOD FOR PROVIDING INFORMATION ON OBJECTS INCLUDED IN CONTENT** and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, **Samsung Electronics Co., Ltd.**, a corporation organized existing under the laws of the **Republic of Korea**, residing at **416 Maetan-dong, Paldal-gu, Suwon-city, Kyungki-do, Republic of Korea** (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director – U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I/We hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number _____ and Confirmation number _____, filed _____) the application number and filing date of said application when known.

Date: November 10, 2003 JUNG, Dong-shin 
s/ _____
Date: November 10, 2003 YI, Kyoung-hoon 
s/ _____
Date: _____
s/ _____
Date: _____
s/ _____

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)