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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Yong-jai LEE

2. Name and address of receiving party(ies)

Name: SAMSUNG Electronics Co., Ltd.

Internal Address: 416 Maetan-dong, Yeongtong-gu,

Suwon-si, Gyeonggi-do, Korea

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
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Street Address: _____

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Execution Date: July 23, 2004

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

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

10/896937

If this document is being filed together with a new application, the execution date of the application is: 7/23/2004

A. Patent Application No.(s) n/a

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Stanzione & Kim, LLP

Internal Address: 1740 N St., NW, 1st Fl.

Street Address: _____

City: Washington State: DC Zip: 20036

6. Total number of applications and patents involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

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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.

Patrick J. Stanzione

Name of Person Signing

Signature

July 23, 2004

Date

Total number of pages including cover sheet, attachments, and documents: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments Washington, D.C. 20231

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U.S. ASSIGNMENT

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, Yeongtong-gu
Suwon-si, Gyeonggi-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 in the invention entitled (Title of Invention)

APPARATUS AND METHOD PROVIDING AUTOMATIC DISPLAY CONTROL IN A MULTIMEDIA SYSTEM

relating to International Patent Application PCT / 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 _____

Serial No. _____ / _____;

*** Any registered attorney of Stanzone & Kim, LLP, 1740 N Street, N.W., Washington, D.C. 20036, is hereby authorized to insert in section (b) above the specified date, 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) Yong-lai LEE *Yong-lai LEE* 23 July 2004 _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____