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COVER SHEET

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Andrei POPOV
Hyo-seop SHIN

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SAMSUNG ELECTRONICS CO., LTD.
416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do,
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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: August 6, 2004

A. Patent Application No.(s)
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5. Name and address of party to whom correspondence concerning document should be mailed:

SUGHRUE MION, PLLC

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23373

CUSTOMER NUMBER

6. Total number of applications and patents involved:

1

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Assignment

Whereas, We, Andrei Vladimirovich POPOV of Seongnam-si, Republic of Korea, and Hyo-seop SHIN of Seoul, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in

METHOD AND SYSTEM FOR RECOMMENDING CONTENT

and executed an application for Letters Patent of the United States of America therefore, and

Whereas, SAMSUNG ELECTRONICS CO., LTD., Samsung Electronics Co., Ltd., 416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-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,

We, the above named assignors, 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 we request the Director of the 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 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.

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, filed _____) the application number and filing date of said application when known.

Date: August 6, 2004
s/ Andrei Vladimirovich POPOV

Date: August 6, 2004
s/Hyo-seop SHIN

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