/ F	ORM PTO-1595	11-29-2004	U.S. DEPARTMENT OF COMMER
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Tot	he Director of the U.S. Patent and Trac	102890368	al documents or copy thereof.
YENT TO	Name of conveying party(ies): Kil-soo JUNG Sung-wook PARK		
2. E	Name and Address of receiving par SAMSUNG ELECTRONICS CO 416, Maetan-Dong, Yeongtong- Suwon-si, Gyeonggi-do Republic of Korea	., LTD.	
3.	Nature of conveyance: X	Merger Change of Nan	ne
4.	Application number(s) or patent number (s) This document is being filed tog (a) The execution date(s) of th (b) The title is: OR	ether with a new application:	
		er filing of the application: 0/902,252, filed July 30, 2004	; or
5.	Name and address of party to whom correspondence concerning document should be mailed: STAAS & HALSEY LLP Our Docket: 1793.1343 Attention: Michael D. Stein 1201 New York Ave., N.W., Suite 700 Washington, D.C. 20005		
6.	Total number of applications and patents involved:1		
7.	Total fee (37 CFR 3.41) (\$ 40.00 per Patent or Application in 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)		
	el D. Stein, Reg. No. 37,240 of Person Signing	Milled (C) Signature	11/22/04 Date
		Total number	of pages including cover sheet: 2

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PATENT REEL: 016013 FRAME: 0677

U.S. ASSIGNMENT

CAN I AND

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 (Insort 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 to the invention entitled (Title of Invention) INFORMATION STORAGE MEDIUM HAVING DATA STRUCTURE FOR BEING REPRODUCED ADAPTIVELY ACCORDING TO PLAYER PROFILE INFORMATION, MEIROD FOR REPRODUCING AV DATA IN INTERACTIVE MODE 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 . 30 July 2004 Any registered attorney of STAAS & HALSEY U.P., 1201 New York Avenue, N.W., Suite 700 Washington, D.C. 20005 (202/434-1500) is Serial No. 10/902,252 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 thoroun, 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 srise 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 swom testimony, and obtaining and producing evidence. IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s). (Typod Name & Signature of Inventor(s)) (Date) (Typed Name & Signature of Witness(es)) 6 October 2004 6 October 2004

> PATENT REEL: 016013 FRAME: 0678