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To the Director of the U.S. Patent and Trademark

06-23-2005



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U.S. DEPARTMENT OF COMMERCE

113268 U.S. PTO  
11/154594



1. Name of conveying party(ies):  
Sang-hyun LEE

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

SAMSUNG ELECTRONICS CO., LTD.  
416, Maetan-Dong, Yeongtong-gu,  
Suwon-si, Gyeonggi-do  
Republic of Korea

3. Nature of conveyance:

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

Execution Date(s): June 17, 2005

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

☒ This document is being filed together with a new application.

OR

☐ This document is being filed after filing of the application:

- (a) Patent Application No(s). , filed ; 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: 1349.1500

Attention: Stephen T. Boughner  
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)

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Stephen T. Boughner, Reg. No. 45,317  
Name of Person Signing

Signature

June 17, 2005  
Date

Total number of pages including cover sheet: 2

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# U.S. ASSIGNMENT

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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 to the invention entitled  
(Title of Invention)

## METHOD, MEDIUM, AND DEVICE CHANGING A PLAY 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 :

Serial No. :

Any registered attorney of STAAS & HALSEY LLP, 1201 New York Avenue, N.W., Suite 700 Washington, D.C. 20005 (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>Sang Hyun LEE</u>	<u>June 17, 2005</u>	<u>Lee Eun-ji</u>
Sang Hyun LEE		Eun-ji LEE
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____
6) _____	_____	_____
7) _____	_____	_____