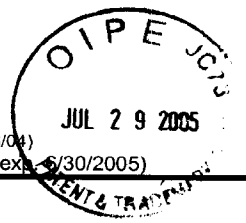


7-29-05



08-04-2005

Form PTO-1595 (Rev. 06/04)
OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



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1. Name of conveying party(ies)/Execution Date(s):
 Hyun-Soo Kim Byung-Ho Cho
 Eun-Chul Ra
 In-gu Bae
 Jae-Houng Bae

Execution Date(s) July 14, 2005

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

2. Name and address of receiving party(ies)
 Name: Samsung Electronics Co., Ltd.
 Internal Address: _____

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

 City: Suwon-si
 State: Gyeonggi-do
 Country: Republic of Korea Zip: 442-742

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.
 A. Patent Application No.(s)
11/100,635

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Roylance, Abrams, Berdo & Goodman, L.L.P.
 Internal Address: Suite 600

 Street Address: 1300 19th Street, NW

 City: Washington
 State: D.C. Zip: 20036
 Phone Number: (202) 659-9076
 Fax Number: (202) 659-9344
 Email Address: _____

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00
 Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
 Expiration Date _____

b. Deposit Account Number 18-2220
 Authorized User Name John E. Holmes

9. Signature: July 29, 2005
 _____ Signature Date
Peter L. Kendall
 Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

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08/01/2005 JADD01 00000011 11100635
 08 FC:8021 40.00 DP

ASSIGNMENT

WHEREAS, I(we) (1) **Hyun-Soo KIM** a citizen of the Republic of Korea, residing at, #101-1307, Hwaseong 3-cha APT., Dongcheon-dong, Buk-gu, Daegu, Republic of Korea (2) **Eun-Chul RA** a citizen of the Republic of Korea, residing at, 267-81, Beomeo 4-dong, Susoeng-gu, Daegu, Republic of Korea (3) **In-Gu BAE** a citizen of the Republic of Korea, residing at, #202-1304, Booyoung Green APT., 914, Dongcheon-dong, Buk-gu, Daegu, Republic of Korea (4) **Jae-Houng BAE** a citizen of the Republic of Korea, residing at, #102-1301, Donghwa Goldenvill, 891, Dongcheon-dong, Buk-gu, Daegu, Republic of Korea (5) **Byung-Ho CHO** a citizen of the Republic of Korea, residing at, #102-911, Chonggu APT., 695-3, Guam-dong, Buk-gu, Daegu, Republic of Korea (hereinafter ASSIGNORS), have made a certain invention entitled

APPARATUS AND METHOD FOR DISPLAYING MENUS IN A PORTABLE TERMINAL

for which we are making application for Letters Patent of the United States, which application has been executed concurrently herewith; and

WHEREAS, Samsung Electronics Co., Ltd., a corporation duly organized under the laws of the Republic of Korea, located and doing business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea (hereinafter ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the aforementioned invention in and for the United States, in and to the aforementioned application, and in and to any and all United States Letters Patent to be obtained on said invention and/or application;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

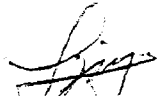
BE IT KNOWN that for good and valuable consideration paid to us by said ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, we, the ASSIGNORS, by these presents do hereby sell, assign, set over and transfer unto the said ASSIGNEE, its successors, legal representatives or assigns, the entire right, title and interest in and to the aforesaid invention in and for the United States; in and to the aforesaid United States application and any divisional, continuing, substitute or reissue applications or supplementary disclosures which may be filed on said invention in the United States, including our right to file said applications and claim priority under the provisions of any international treaty or convention; and any Letters Patent of the United States issued or granted on said invention and/or said applications;

AND WE HEREBY authorize and request the U.S. Patent and Trademark Office to issue any and all patents on said invention and/or said application to said ASSIGNEE as sole assignee;

AND WE HEREBY covenant that we have the full right to convey the entire right, title and interest herein assigned and that we have not executed and will not execute any assignment or other instrument in conflict herewith;

AND WE HEREBY further covenant and agree to communicate to said ASSIGNEE, or its legal representatives, successors or assigns, any facts relating to said invention, including evidence for interference purposes or other proceedings, whenever requested, and to testify in any interference or in any other legal proceeding, when requested, and to execute and deliver on request all lawful papers required to make any of the foregoing provisions effective; and to perform the aforesaid communicating, executing and delivering, without any payment except expenses and to perform the aforesaid testifying for reasonable compensation; and generally to do everything possible to aid the said ASSIGNEE, its successors, legal representatives or assigns to obtain and enforce proper patent protection on and for said invention in the United States, and likewise we make these provisions binding upon our heirs, legal representatives and/or administrators.

IN WITNESS WHEREOF, I have hereunder set my hand and seal this 14th day
of July, 2005

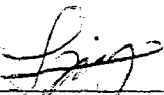


Witness

KIM Hyunsoo

(1) Hyun-Soo KIM

IN WITNESS WHEREOF, I have hereunder set my hand and seal this 14th day of _____
July, 2005

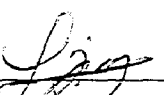


Witness

RA Eun-Chul

(2) Eun-Chul RA

IN WITNESS WHEREOF, I have hereunder set my hand and seal this 14th day of _____
July, 2005

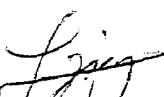


Witness

BAE In-Gu

(3) In-Gu BAE

IN WITNESS WHEREOF, I have hereunder set my hand and seal this 14th day of _____
July, 2005



Witness

Jae-Hyoung BAE

(4) Jae-Hyoung BAE

IN WITNESS WHEREOF, I have hereunder set my hand and seal this 14th day of July 2005

CHO, Byoung-Ho

(5) Byoung-Ho CHO

[Signature]

Witness