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Young-hun CHOI

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

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

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Execution Date: March 30, 2006

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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: March 30, 2006

A. Patent Application No.(s) Not yet assigned

B. Patent No.(s) Unknown

Additional numbers attached? Yes No

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

SUGHRUE MION, PLLC

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6. Total number of applications and patents involved:

1

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Assignment

Whereas, I, Young-hun CHOI of Yongin-si, Republic of Korea, hereinafter called assignor, have invented certain improvements in DISPLAY APPARATUS AND CONTROL METHOD THEREOF and executed an application for Letters Patent of the United States of America therefor on _____; and


Whereas, 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,

I, the above named assignor, 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 I 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 I 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.

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

Date:


s/CHOI, Young-hun

MARCH 30, 2006

CHOI, Young-hun

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