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1. Name of conveying party(ies):
Eun-hyung KIM
Sang-gon SONG

2. Name and address of receiving party(ies):
SAMSUNG ELECTRONICS CO., LTD.
416, Mactan-dong,
Yeongtong-gu, Suwon-si,
Gyeonggi-do, Republic of Korea

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

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3. Nature of conveyance:
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Execution Date: April 05 and 19, 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: April 05 and 19, 2006

A. Patent Application No.(s)
Unknown

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

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

6. Total number of applications and patents involved:

1

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Assignment

Whereas, we, Eun-hyung KIM and Sang-gon SONG of Seongnam-si, Republic of Korea and Anyang-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in METHOD AND APPARATUS FOR PROVIDING USER-ADAPTED SERVICE ENVIRONMENT and executed an application for Letters Patent of the United States of America therefor on April 5, 2006; and

Whereas, SAMSUNG ELECTRONICS CO., LTD., 416, Maetan-dong, Yeongtong-gu, Suwon-si, 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 Confirmation number _____, filed _____) the application number and filing date of said application when known.

Date: April 5, 2006



s/KIM, Eun-hyung

Date: _____



s/SONG, Sang-gon

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

Assignment

Whereas, we, Eun-hyung KIM and Sang-gon SONG of Seongnam-si, Republic of Korea and Anyang-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in METHOD AND APPARATUS FOR PROVIDING USER-ADAPTED SERVICE ENVIRONMENT and executed an application for Letters Patent of the United States of America therefor on April 19, 2006; and

Whereas, SAMSUNG ELECTRONICS CO., LTD., 416, Maetan-dong, Yeongtong-gu, Suwon-si, 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 Confirmation number _____, filed _____) the application number and filing date of said application when known.

Date:

✓

s/KIM, Eun-hyung

Date:

April 19, 2006

✓

s/SONG, Sang-gon

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