TO THE HONORABLE DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

1. Name of conveying parties:
   If Gon Kim
   Chul Ho Kim

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

2. Name and address of receiving party:
   Name: SAMSUNG ELECTRONICS CO., LTD.
   Address: 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea

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

3. Nature of Conveyance:
   □ Assignment  □ Merger
   □ Security Agreement  □ Change of Name
   □ Other

Execution Date: September 6, 2006

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:
   September 6, 2006

A. Patent Application No.(s)
   Title: TRANSREFLECTIVE LIQUID CRYSTAL DISPLAY APPARATUS WITH SINGLE CELL-GAP AND REDUCED POWER CONSUMPTION

B. Patent No.(s)

Additional numbers attached?
   □ Yes  □ No

5. Name and address of party to whom correspondence concerning document should be mailed:
   Name: Kieun "Jenny" Sung
   Internal Address: MACPHERSON, KWOK CHEN & HEID LLP
   Street Address: 1762 Technology Drive, Suite 226
   City San Jose  State CA  Zip 95110

6. Total number of applications and patents involved: One (1)

7. Total fee (37 CFR 3.41):
   $40.00
   □ Authorized to be charged to Deposit Account No. 50-2257.
   □ Charge Deposit Account No. 50-2257 for any additional fees required for this conveyance and credit Deposit Account No. 50-2257 any amounts overpaid

8. Statement and signature.
   To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kieun "Jenny" Sung, Reg. No. 48,639
Name of Person Signing

Signature

Total number of pages comprising cover sheet: 1
ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, We

<table>
<thead>
<tr>
<th>Il Gon KIM</th>
<th>of #156-030, 327-803, Raemian Sangdo 3-cha Apt., Sangdo-dong, dongjak-gu, Seoul, Korea</th>
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<tr>
<td>Chul Ho KIM</td>
<td>of #152-888, 432-8, Sindorim-dong, Guro-gu, Seoul, Korea</td>
</tr>
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</table>

hereby sell, assign and transfer to SAMSUNG ELECTRONICS CO., LTD., a corporation, having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention in

TRANSREFLECTIVE LIQUID CRYSTAL DISPLAY APPARATUS WITH SINGLE CELL-GAP AND REDUCED POWER CONSUMPTION

for which I have executed a United States patent application on or about the date of this assignment, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; I authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from me; I agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, its successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and I request that the United States Patent and Trademark Office issue all patents granted for said invention to the above-named assignee, its successors and assigns.
I hereby appoint the following practitioners to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith:

Customer No. 32605

Please address all correspondence and telephone calls to:

David W. Heid  
MacPHerson Kwok Chen & Heid LLP  
1762 Technology Drive, Suite 226  
San Jose, California 95110  
Telephone: 408-392-9250  
Facsimile: 408-392-9262

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<tr>
<th>Full name of first joint inventor:</th>
<th>II Gon KIM</th>
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<td>[Signature]</td>
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<tr>
<td>Date:</td>
<td>2006.09.06</td>
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<tr>
<td>Residence:</td>
<td>Seoul, Korea</td>
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<tr>
<td>Post Office Address:</td>
<td>#156-030, 327-803, Raemian Sangdo 3-cha Apt., Sangdo-dong, dongjak-gu, Seoul, Korea</td>
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<tr>
<td>Citizenship:</td>
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<th>Full name of second joint inventor:</th>
<th>Chul Ho KIM</th>
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