

9-11-06

09-15-2006

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1. Name of conveying party(ies):
Kwang-chul LEE; Ki-seok CHANG; Akhil
CHAPALAMADUGU

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

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

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

112948 U.S. PTO
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3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: September 1, 2006 and August 7, 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 1, 2005 and August 7, 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

7. Total fee (37 CFR 3.41): \$40.00
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Assignment

Whereas, We, Kwang-chul LEE; Ki-sook CHANG; and Akhil CHAPALAMADUGU of, Suwon-si, Republic of Korea, Suwon-si, Republic of Korea, and Suwon-si, Republic of Korea, respectively, hereinafter called assignor(s), have invented certain improvements in METHOD AND APPARATUS FOR PROVIDING ADDITIONAL INFORMATION ON DIGITAL BROADCASTING PROGRAM TO IPTV IN HOME NETWORK and executed an application for Letters Patent of the United States of America therefor; and

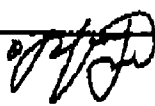
Whereas, SAMSUNG ELECTRONICS CO., LTD., 416, Maetan-dong, Yeongtong-gu, Suwon-si, Republic of Korea (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

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.

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, confirmation number and filing date of said application when known.

Date: 1 September 2006

 s/Kwang-chul LEE 

Date: _____

 s/Ki-sook CHANG

Date: _____

 s/Akhil CHAPALAMADUGU

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

TO: SB88586 FROM: 2006-08-28 13:19

Assignment

Whereas, We, Kwang-chul LEE; Ki-seok CHANG; and Akhil CHAPALAMADUGU of , Suwon-si, Republic of Korea, Suwon-si, Republic of Korea, and Suwon-si, Republic of Korea, respectively, hereinafter called assignor(s), have invented certain improvements in METHOD AND APPARATUS FOR PROVIDING ADDITIONAL INFORMATION ON DIGITAL BROADCASTING PROGRAM TO IPTV IN HOME NETWORK and executed an application for Letters Patent of the United States of America therefor; 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.

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, confirmation number and filing date of said application when known.

Date:

s/Kwang-chul LEE

Date:

08/07/2006 *Ki-seok Chang*

s/Ki-seok CHANG

Date:

08/07/2006 *Akhil*

s/Akhil CHAPALAMADUGU

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