

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Bing Xia	10/19/2006
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	416, Maetan-dong, Paldal-gu
Internal Address:	Suwon-city
City:	Kyungki-do
State/Country:	KOREA, REPUBLIC OF
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11552767
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	2006.08.006.MC0
NAME OF SUBMITTER:	J. Robert Brown, Jr.
Total Attachments: 2 source=4133-07300_Assignment#page1.tif source=4133-07300_Assignment#page2.tif	

CH \$40.00 11552767

ASSIGNMENT

WHEREAS, the Undersigned has invented certain new and useful improvements as below entitled, for which application for United States Letters Patent is made, said application having been executed on the date set forth below; and

WHEREAS, Samsung Electronics Co., Ltd. (hereinafter referred to as "Assignee"), a Korean corporation, with an address of 416, Maetan-dong, Paldal-gu, Suwon-city, Kyungki-do, Republic of Korea, desires to acquire the Undersigned's entire right, title and interest in and to the invention, and in and to said application and any Letters Patent that may issue thereon;

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, the Undersigned:

Hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, the entire right, title and interest for the United States and all foreign countries, in and to any and all improvements which are disclosed in the application for United States Letters Patent, filed on October 25, 2006, and assigned U.S. Application No. 11/552,767, or, if not identified here by filing date and application number, executed by the Undersigned on even date, entitled:

PERSONALIZED VIRTUAL REALITY HOME SCREEN FOR MOBILE DEVICES

and in and to said application and all applications that claim priority to said application and all provisional, divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries on any of said improvements; and in and to all original and reissued patents which have been or shall be issued in the United States and all foreign countries on said improvements; and in and to all utility models, industrial models, certificates of invention, and designs on said improvements;

Agrees that said Assignee may apply for and receive Letters Patent for said improvements in its own name; and that, when requested, without charge to but at the expense of said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the Undersigned will execute all divisional, continuing, substitute, renewal, reissue and all other patent applications, and all other like rights of exclusion in any country on any and all said improvements; execute all rightful oaths, declarations, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known to the Undersigned relating to said improvements and the history thereof; and generally do everything possible which said Assignee, its successors, assigns and representatives shall consider desirable for aiding in securing and maintaining proper patent protection for said improvements and vesting title to said improvements and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns and legal representatives; and

Agrees that the Undersigned will upon request of Assignee, render prompt assistance and cooperation in the prosecution of legal proceedings involving said improvements, said applications and patents granted thereon, including reexaminations, reissues, interferences, priority contests, public use proceedings and court proceedings, and testify in such proceedings if requested, provided, however, that the expense which may be incurred by the Undersigned in lending such assistance and cooperation be paid by Assignee; and

Covenants with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the Undersigned, except as set forth below, and that full right to convey the same as herein expressed is possessed by the Undersigned.

This assignment shall be binding on the heirs and legal representatives of the Undersigned.

Full name of sole inventor: Bing Xia

Residence Address: 45555 Cheyenne Pl.
Fremont, California 94539

Citizenship: China

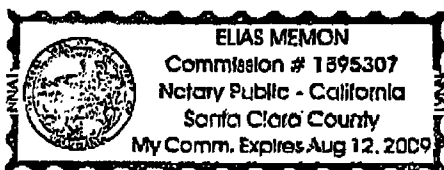
Date Application Executed: 10-19-06

Signature Bing Xia

STATE OF CALIFORNIA §

COUNTY OF SANTA CLARA §

This 19 day of OCTOBER, 2006, before me personally appeared the above named **Bing Xia** to me personally known as the individual who executed the foregoing instrument, who acknowledged to me that he executed the same of his own free will for the purpose therein set forth.



Elias Memon
Notary Public
My Commission expires: AUGUST 12, 2009