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103336289

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Sung-chol SHIN

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

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

Execution Date: October 31, 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: October 31, 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
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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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.

Paul D. Darryl Mexic
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November 8, 2006
Date

Total number of pages including cover sheet, attachments, and documents: 2
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MAIL STOP ASSIGNMENT RECORDATION SERVICES
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Assignment

Whereas, I, Sung-chol SHIN of Suwon-si, Republic of Korea, hereinafter called assignor, have invented certain improvements in CONTENT MANAGEMENT METHOD AND APPARATUS and executed an application for Letters Patent of the United States of America therefor on 31 October 2006; 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/Sung-chol SHIN

31 October 2006

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