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PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents the new address(es) below.

1. Name of conveying party(ies):
Kee-wook NA

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, Yeongton-gu, Suwon-si, Gyeonggi-do, Republic of Korea

3. Nature of conveyance/Execution Date(s):
Execution Date(s): July 13, 2006
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other

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

4. Application number(s) or patent number(s):
A. Patent Application No.(s)

Additional numbers attached? Yes No

This document is being filed together with a new application
B. Patent No.(s)

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 1.21(h) & 3.41): \$40.00
 Authorized to be charged by credit card
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 Enclosed.
 None required (government interest not affecting title)

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/darrylmexic/ November 30, 2006
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12/05/2006 MJAMA1 00000155 194880 11606141

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40.00 DA

Assignment

Whereas, I, Koo-wook NA of Anyang-si, Republic of Korea, hereinafter called assignor, have invented certain improvements in DISPLAY SERVICE METHOD, NETWORK DEVICE CAPABLE OF PERFORMING THE METHOD, AND STORAGE MEDIUM STORING THE METHOD and executed an application for Letters Patent of the United States of America therefor on 21 November 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/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 I/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 and filing date of said application when known.

Date: 2006.11.21

Koo-wook NA
s/Koo-wook NA

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