

01-23-2007



103364286

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

1-17-07

1. Name of conveying party(ies):

Hyun-mi PARK
Seung-eok CHOI
In-sik MYUNG
Hyun-joo KANG

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s): January 5, 2007, January 5, 2007, January 5, 2007 and January 5, 2007

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other

4. Application number(s) or patent number(s):

This document is being filed together with a new application

A. Patent Application No.(s)
Not Yet Assigned

B. Patent No.(s)

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 1.21(h) & 3.41): \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to Deposit Account No. 19-4880.
- Enclosed.
- None required (government interest not affecting title)

8. Deposit Account Number:

(Attach duplicate copy of this page if paying by deposit account)

9. Signature:

/darrylmexic/
Darryl Mexic

Reg. No. 23,063

January 17, 2007
Date

Total number of pages including cover sheet, attachments, and documents: 2

Mail documents to be recorded with required cover sheet information to:

MAIL STOP ASSIGNMENT RECORDATION SERVICES

Director of the U.S. Patent and Trademark Office

P.O. Box 1450

Alexandria, VA 22313-1450

113013 U.S. PTO
11/653908



011707

01/22/2007 DBYRNE 00000092 11653908

01 FC:8021

40.00 DP

Assignment


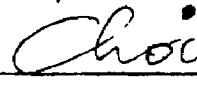
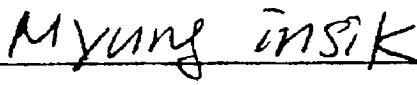
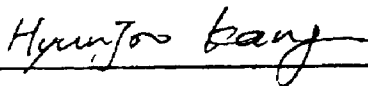
Whereas, We, Hyun-mi PARK; Seung-eok CHOI; In-sik MYUNG; Hyun-joo KANG of Suwon-si, Republic of Korea, Seoul, Republic of Korea, Incheon Metropolitan City, Republic of Korea, Seoul, Republic of Korea, respectively, hereinafter called assignor(s), have invented certain improvements in APPARATUS AND METHOD FOR DISPLAYING MULTIMEDIA CONTENTS and executed an application for Letters Patent of the United States of America therefor on January 5, 2007; 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,

We, the above named assignor(s), 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.

We 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 [application_no] and Confirmation number [confirmation_no], filed [application_date]) the application number and filing date of said application when known.

Date:	<input checked="" type="checkbox"/>	January 5, 2007	
		s/Hyun-mi PARK	
Date:	<input checked="" type="checkbox"/>	January 5, 2007	
		s/Seung-eok CHOI	
Date:	<input checked="" type="checkbox"/>	January 5, 2007	
		s/In-sik MYUNG	
Date:	<input checked="" type="checkbox"/>	January 5, 2007	
		s/Hyun-joo KANG	

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