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Client Code: SAMINF.056A



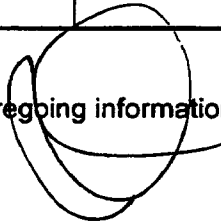
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To the Director, U.S. Patent and Trademark Office

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and original documents or copy thereof.

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| <p>1. Name of conveying parties:</p> <p>1. Chung Shun John Pong 2. Byung Chan Kang 3. Shiang Feng Lee 4. Fei Xie</p> <p>Additional name(s) of conveying party(ies) attached? () Yes (X) No</p> | <p>2. Name and address of receiving party:</p> <p>Name: Samsung Electronics Co., Ltd. Street Address: 416 Maetan-Dong, Paldal-Gu, Suwon City City: Kyungki-Do Country: Korea</p> <p>Additional name(s) of receiving party(ies) attached? () Yes (X) No</p> |
| <p>3. Nature of conveyance:</p> <p>(X) Assignment () Security Agreement () Merger () Change of Name () Other:</p> <p>Execution Date:</p> <p>1. February 8, 2007 2. February 9, 2007 3. February 9, 2007 4. February 9, 2007</p> | <p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Application(s) filed herewith</p> <p>Additional numbers attached? () Yes (X) No</p> |
| <p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995 Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: SAMINF.056A</p> | <p>6. Total number of applications and patents involved: 1</p> |
| <p>7. Total fee (37 CFR 1.21(h)): \$40</p> <p>(X) Enclosed</p> | <p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p> |
| <p>9. Statement and signature.</p> <p>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.</p> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;"> <p><u>John M. Carson</u> Name of Person Signing</p> <p>34,303 Registration No.</p> </div> <div style="text-align: center;">  _____ Signature </div> <div style="text-align: center;"> <p>February 27, 2007 _____ Date</p> </div> </div> <p style="text-align: center;">Total number of pages including cover sheet, attachments and document: 3</p> | |

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ASSIGNMENT

(For Execution Prior To Filing Patent Application)

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged,
We, the undersigned:

Chung Shun John Pong

Byung Chan Kang

Shiang Feng Lee

Fei Xie

hereby sell, assign, and transfer to:

Samsung Electronics Co., Ltd.

a Delaware Corporation, having a principal place of business at 416 Maetan-Dong, Paldal-Gu, Suwon City, Kyungki-Do, Korea ("Assignee"), and 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 inventions and improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

SYSTEM AND METHOD FOR SELECTION OF CONTENT SOURCE UPON DEVICE POWER-ON

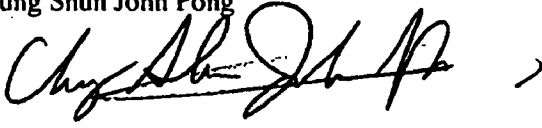
and in and to said application and all divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries on said inventions and improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said inventions and improvements; and in and to all rights of priority resulting from the filing of said United States application, and in all subsequent PCT and foreign applications claiming priority to the United States application;

agree that said Assignee may apply for and receive a patent or patents for said inventions and 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 purpose of this Assignment, the undersigned will execute all divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications on any and all said inventions and improvements; execute all rightful oaths, 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 inventions and improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions and improvements and for vesting title to said inventions and improvements, and all applications for patents

and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and covenant 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, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each inventor: Please also
List the date that you signed
The accompanying DECLARATION &
POWER OF ATTORNEY

Each inventor: Please Sign and Date Below:

| | | |
|------------------|---|------------------|
| Date 2/8/2007 | Chung Shun John Pong  | Date 2/8/2007 |
| Date 2/9/07 | Byung Chan Kang  | Date 2/9/07 |
| Date 2/9/2007 | Shiang Feng Lee  | Date 2/9/2007 |
| Date 2/9/2007 | Fei Xie  | Date 2/9/07 |

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