

4.3.07

04-10-2007



103392542

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documents the new address(es) below.

1. Name of conveying party(ies):
Tae-hwan CHA

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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): March 29, 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)
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
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Total number of pages including cover sheet, attachments, and documents: 2

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

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04/09/2007 HJAH1
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Assignment

Whereas, I, Tae-hwan CHA of Yongin-si, Republic of Korea, hereinafter called assignor, have invented certain improvements in DYNAMIC GAIN ADJUSTMENT METHOD BASED ON BRIGHTNESS AND APPARATUS THEREOF and executed an application for Letters Patent of the United States of America therefor on _____; 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:

CHA Tae-hwan Mar. 29, 2007
s/Tae-hwan CHA

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