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To the Director of the U.S. Patent a

documents the new address(es) below.

4-20-07

1. Name of conveying party(ies):

Byung-cheol SONG

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

112996 U.S. PTO
11785832
042007

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

Execution Date(s): March 28, 2007

- 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):

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

8. Deposit Account Number:

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9. Signature:

/Christopher R. Lipp/
Christopher R. Lipp

Reg. No. 41,157

April 20, 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
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P.O. Box 1450
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40.00 DP

Assignment

Whereas, I, Byung-cheol SONG of Suwon-si, Republic of Korea, hereinafter called assignor, have invented certain improvements in IMAGE ENCODING/DECODING METHOD AND APPARATUS and executed an application for Letters Patent of the United States of America therefor on 28 March 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,

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, confirmation number and filing date of said application when known.

Date:

March 28, 2007

bc song
s/Byung-cheol SONG

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