

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Garima Agarwal | 08/03/2007 |
| Ciaran T. Rochford | 08/03/2007 |
| RECEIVING PARTY DATA | |
| Name: | SAMSUNG ELECTRONICS CO., LTD. |
| Street Address: | 416, Maetan-dong, Yeongtong-gu |
| City: | Suwon-si, Gyeonggi-do 442-370 |
| State/Country: | KOREA, REPUBLIC OF |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 11842355 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
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| ATTORNEY DOCKET NUMBER: | 1005.33.2 |
| NAME OF SUBMITTER: | Timothy F. Bliss |
| Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif | |

OP \$40.00 11842355

ASSIGNMENT

WHEREAS, WE,

- (1) Garima Agarwal 4490 LICKMILL BLVD, of Santa Clara, State of California, USA
(2) Ciaran T. Rochford 870 RUBIS DR Sunnyvale of Sunnyvale, State of California, USA

have invented certain improvements in

**MOBILE ADVERTISING AND CONTENT CACHING MECHANISM
FOR MOBILE DEVICES AND METHOD FOR USE THEREOF**

for which we have executed an application for Letters Patent of the United States of America, of even date herewith; and

WHEREAS, we authorize the attorney of record to update this document to include Patent Office information as deemed necessary (i.e., filing date, serial number, etc.);

WHEREAS, SAMSUNG ELECTRONICS CO., LTD. (Assignee), a Korean corporation having its principal office and place of business at 416, Maetan-dong, Ycongong-gu, Suwon-si, Gyeonggi-do 442-370, Republic of Korea, is desirous of obtaining the entire right, title, and interest in, to and under the said invention and the said application in the United States of America and in any and all countries foreign thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and other good and valuable consideration, we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said Assignee, its successors, legal representatives, and assigns, the entire right, title, and interest in, to and under the said invention, and the said application, and all divisional, renewal, substitutional, and continuing applications thereof, and all Letters Patent of the United States of America which may be granted thereon and all reissues and extensions thereof, and all applications for Letters Patent which may be filed for said invention in any country or countries foreign to the United States of America, and all extensions, renewals, and reissues thereof, and all prior patents and patent applications from which a filing priority of the above-described patent application may be obtained, including the right to collect past damages; and we hereby authorize and request the Commissioner of Patents of the United States of America, and any official of any country or countries foreign to the United States of America, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said invention to the said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to said Assignee, its successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, renewal, substitutional, continuing, and reissue applications, make all rightful declarations and/or oaths and generally do everything possible to aid the said Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN WITNESS WHEREOF, I have hereunto set my hands and seals this 3rd day of August, 2007.

Garima
Garima Agarwal

IN
CALIFORNIA
STATE OF ~~TEXAS~~
COUNTY OF Santa Clara

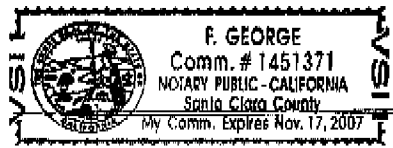
* On this 3rd day of August, 2007, before me, a Notary Public in and for the State and County aforesaid, personally appeared Garima Agarwal, known to me to be the person named above who signed and sealed the foregoing instrument, and acknowledged the same to be his/her own free act and deed.

* Who proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

[Signature]

Notary Public, State of California

My Commission Expires: 11-17-07



IN WITNESS WHEREOF, I have hereunto set my hands and seals this 3 day of August, 2007.

Ciaran T. Rochford
Ciaran T. Rochford

IN
CALIFORNIA
STATE OF ~~TEXAS~~
COUNTY OF Santa Clara

* Who proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

* On this 3rd day of August, 2007, before me, a Notary Public in and for the State and County aforesaid, personally appeared Ciaran T. Rochford, known to me to be the person named above who signed and sealed the foregoing instrument, and acknowledged the same to be his/her own free act and deed.

[Signature]

Notary Public, State of California

My Commission Expires: 11-17-07

