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10-11-07

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- (a) LEE, Jun-Pyo
- (b) YOU, Bong-Hyun
- (c) PARK, Jae-Hyeung
- (d) BAE, Jae-Sung
- (e) KIM, Woo-Chul

Additional name(s) of conveying party(ies) attached?

Yes No

2. Name and address of receiving party:

Name: SAMSUNG ELECTRONICS CO., LTD.

Address: 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea

Additional name(s) of receiving party(ies) attached?

Yes No

3. Nature of Conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: September 18, 2007

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

If this document is being filed together with a new application, the execution date of the application is: September 18, 2007

A. Patent Application No.(s)

Title: CONTROL BOARD AND DISPLAY APPARATUS HAVING THE SAME

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David W. Heid

Internal Address: MACPHERSON, KWOK CHEN & HEID LLP

Street Address: 2033 Gateway Place, Suite 400

City San Jose State CA Zip 95110

6. Total number of applications and patents involved: One (1)

7. Total fee (37 CFR 3.41): \$40.00

- Authorized to be charged to Deposit Account No. 50-2257.
- Charge Deposit Account No. 50-2257 for any additional fees required for this conveyance and credit Deposit Account No. 50-2257 any amounts overpaid

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8. Statement and signature.

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.

David W. Heid, Reg. No. 25,875
Name of Person Signing

David W. Heid
Signature

Oct. 23, 2007
Date

Total number of pages comprising cover sheet: 1

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ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I/We

Jun-Pyo LEE	of	307-1102 Dongil3cha Apt., Buldang-dong, Cheonan-si, Chungcheongnam-do, Korea
Bong-Hyun YOU	of	505-305 Samsung5cha Apt., Jinsanmaeul, #1167, Bojeong-dong, Giheung-gu, Yongin-si, Gyeonggi- do, Korea
Jae-Hyeung PARK	of	#7-1, Nongseo-dong, Giheung-gu, Yongin-si, Gyeonggi-do, Korea
Jae-Sung BAE	of	203-304 Dongil Highvill, Buldang-dong, Cheonan- si, Chungcheongnam-do, Korea
Woo-Chul KIM	of	#642-17, Ganeung1-dong, Euijeongbu-si, Gyeonggi-do, Korea

hereby sell, assign and transfer to **SAMSUNG ELECTRONICS CO., LTD.**, a corporation, having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention in

CONTROL BOARD AND DISPLAY APPARATUS HAVING THE SAME

for which I have executed a United States patent application on or about the date of this assignment, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; I authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from me; I agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, its successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and I request that the United States Patent and Trademark Office issue all patents granted for said invention to the above-named assignee, its successors and assigns.

Executed this 18 day of September, 2007.

Jun Pyo Lee

Jun-Pyo LEE

Executed this 18 day of September, 2007.

Bong-Hyun You

Bong-Hyun YOU

Executed this 18 day of September, 2007.

Jae Hyeung Park

Jae-Hyeung PARK

Executed this 18 day of September, 2007.

mb

Jae-Sung BAE

Executed this 18 day of September, 2007.

Woo-Chul Kim