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Attorney Docket No: 5000-1-1107

To the Assistant Commissioner for Patents

1. Name of conveying party(ies):
Sung-Jin PARK; Won-Sang KWON; Jin-Guk JEONG;
Yun-Je OH; Joon-Woo KIM

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name

Other: _____

Execution Date: October 8, 2007

2. Name and address of receiving party(ies):

Name: SAMSUNG ELECTRONICS CO.; LTD.

Address: 416, MAETAN-DONG, YEONGTONG-GU

SUWON-SI, GYEONGGI-DO

REPUBLIC OF KOREA

Additional name(s) & address(es) attached? Yes No

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: October 8, 2007

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:

Name: Steve Cha

Address: CHA & REITER
210 Route 4 East, Suite #103
Paramus, New Jersey 07652

6. Total number of applications and patents involved: 1

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

Enclosed

Authorized to be charged to deposit account, if necessary - for overages or underpayments only

8. Deposit account number: 502-470
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9. 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.

Steve Cha, Reg No.44,069
Name of Person Signing

[Signature]
Signature

10/28/07
Date

Total number of pages including cover sheet, attachments, and document: 3

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10/26/2007 TNGUYEN2 00000014 11/977219

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PATENT
REEL: 020059 FRAME: 0460

Assignment of Invention and Patent Application

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of TEN (\$10.00) DOLLAR,

- 1) Sung-Jin PARK of
#111-2202, Seoksu Daelim APT., Seoksu 1-dong, Manan-gu, Anyang-si, Gyeonggi-do,
Republic of Korea
- 2) Won-Sang KWON of
#7-711, Kukdong APT., Oksu 2-dong, Seongdong-gu, Seoul, Republic of Korea
- 3) Jin-Guk JEONG of
#106-702, Yeokbukmaeul Shinseong APT., Yeokbuk-dong, Cheoin-gu, Yongin-si,
Gyeonggi-do, Republic of Korea
- 4) Yun-Je OH of
#107-1801, Samsung Raemian 1-cha APT., Mabuk-ri, Guseong-eup, Yongin-si,
Gyeonggi-do, Republic of Korea
- 5) Joon-Woo KIM of
#325-1105, Cheongmyeongmaeul 3-danji Samik Byeoksan APT., Yeongtong-dong,
Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea

(hereinafter Assignor) hereby sells, assigns, transfers, and sets over unto:

SAMSUNG ELECTRONICS CO., LTD. of
416, MAETAN-DONG, YEONGTONG-GU, SUWON-SI, GYEONGGI-DO,
REPUBLIC OF KOREA

(hereinafter Assignee) the entire right, title and interest for the United States Of America as defined in 35 U.S.C. § 1.00, in and to the invention entitled as:

APPARATUS AND METHOD FOR PROVIDING ADDITIONAL MEDIA CONTENT (INFORMATION OF MEDIA CONTENT)
invented by Assignor; the application for United States patent therefor, invented by Assignor; any patent or reissues of any patent that may be granted thereon; and any applications which are continuations, part, substitutes, or divisions of said application. Assignor authorizes Assignee to enter the date of signature and/or Serial Number and Filing Date in the above. Assignor also authorizes and requests the Commissioner of Patents and Trademarks to issue any resulting patent(s) to the said Assignee, for its interests as Assignee, its successors, assigns and legal representatives. The undersigned agrees that the attorney of record in said application shall hereafter act on behalf of said Assignee; and Assignor further conveys to Assignee all priority rights resulting from the above-identified application for United States Patent. Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, as deemed essential by Assignee to perfect Assignee's interest in any resulting patent of the United States, and to acquire, hold, enforce, convey, a

and uphold the validity of said patent and reissues and extensions thereof, and Assignee's interest therein.

SIGNED ON THE DATES(S) INDICATED BESIDE MY/OUR SIGNATURE(S):

Name of First Inventor: Sung-Jin PARK

SUNG JIN PARK

Signature of inventor

Dated: October 8, 2007

WITNESSED: Hee Won Chung

Name of Second Inventor: Won-Sang KWON

Won Sang Kwon

Signature of inventor

Dated: October 8, 2007

WITNESSED: Hee Won Chung

Name of Third Inventor: Jin-Guk JEONG

JIN-GUK JEONG

Signature of inventor

Dated: October 8, 2007

WITNESSED: Hee Won Chung

Name of Fourth Inventor: Yun-Je OH

Yun-Je Oh

Signature of inventor

Dated: October 8, 2007

WITNESSED: Hee Won Chung

Name of Fifth Inventor: Joon-Woo KIM

JOONWOO KIM

Signature of inventor

Dated: October 8, 2007

WITNESSED: Hee Won Chung