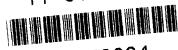
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Attorney Docket No: 5000-1-1107

To the Assistant Commissioner for Patents		
 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 [X] No Nature of conveyance: [X] 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 [X] No	
 Application number(s) or patent number(s): If this document is being filed together with a new application, the A. Patent Application No.(s) 	e execution date of the application is: October 8, 2007 B. Patent No.(s)	
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Docket No.: 5000-1-1107

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 I-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
 #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

(hereinatter 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 (INFORMATION OF MEDIA CONTENT invented by Assignor; the application for United States patent therefor, invented by Assignor; an y patent or reissues of any patent that may be granted thereon; and any applications which are concontinuations, 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 unders igned 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

: 성권열립(ICIO) Lau.(중심원) 20070718:

PATENT REEL: 020059 FRAME: 0461 nd 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
Name of Second Inventor: Won-Sang KWON	WITNESSED: <u>Hae 10m Chang</u> Won Sang Kwon Signature of inventor Dated: October 8, 2007
Name of Third Inventor: Jin-Guk JEONG	WITNESSED: <u>Hee IN on Chy</u> JIN-GUK JEONG Signature of inventor Dated: October 8, 2007
Name of Fourth Inventor: Yun-Je OH	WITNESSED: <u>Vee Won Glag</u> Yun-Je Oh Signature of inventor October 8, 2007 Dated:
Name of Fifth Inventor: Joon-Woo KIM	WITNESSED: <u>Mee Wan Chary</u> Signature of inventor Dated: October 8, 2007 WITNESSED: <u>Mee Wan Chary</u>

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RECORDED: 10/24/2007

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