

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hyeon-ji LEE	11/16/2007
Joon-hwan KIM	11/16/2007
RECEIVING PARTY DATA	
Name:	SAMSUNG ELECTRONICS CO., LTD.
Street Address:	416, Maetan-dong, Yeongtong-gu
Internal Address:	Gyeonggi-do
City:	Suwon-si
State/Country:	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11953965
CORRESPONDENCE DATA	
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Total Attachments: 1 source=ASSN#page1.tif	

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Assignment

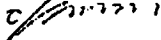
Whereas, We, Hyeon-ji LEE and Joon-hwan KIM of Suwon-si, Republic of Korea and Yongin-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in APPARATUS AND METHOD FOR SEARCHING TV PROGRAM and executed an application for Letters Patent of the United States of America therefor on _____; 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,

We, the above named assignors, 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 we 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 we 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.

We 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 and filing date of said application when known.

Date: 11.16.2007 

s/Hyeon-ji LEE

Date: Nov 16. 2007 

s/Joon-hwan KIM

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