

PATENT ASSIGNMENT

Electronic Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | |
|---|--------------------------------|----------------|---------------------|------------|------------------|------------|---------------|------------|--|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Jin-hwan KIm</td><td>12/05/2007</td></tr><tr><td>Byoung-ho CHEONG</td><td>12/05/2007</td></tr><tr><td>Hong-seok LEE</td><td>12/05/2007</td></tr></tbody></table> | Name | Execution Date | Jin-hwan KIm | 12/05/2007 | Byoung-ho CHEONG | 12/05/2007 | Hong-seok LEE | 12/05/2007 | |
| Name | Execution Date | | | | | | | | |
| Jin-hwan KIm | 12/05/2007 | | | | | | | | |
| Byoung-ho CHEONG | 12/05/2007 | | | | | | | | |
| Hong-seok LEE | 12/05/2007 | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | |
| Name: | SAMSUNG ELECTRONICS CO., LTD. | | | | | | | | |
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| Internal Address: | Gyeonggi-do | | | | | | | | |
| City: | Suwon-si | | | | | | | | |
| State/Country: | REPUBLIC OF KOREA | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11955745</td></tr></tbody></table> | Property Type | Number | Application Number: | 11955745 | | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 11955745 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
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| NAME OF SUBMITTER: | Darryl Mexic | | | | | | | | |
| Total Attachments: 1 source=ASSN#page1.tif | | | | | | | | | |

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PATENT

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REEL: 020240 FRAME: 0919

Assignment

Whereas, We, Jin-hwan KIM, Byoung-ho CHEONG and Hong-seok LEE, of Suwon-si, Republic of Korea, Seoul, Republic of Korea and Seongnam-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in REFLECTIVE UNIT USING ELECTROACTIVE POLYMER AND FLEXIBLE DISPLAY EMPLOYING THE REFLECTIVE UNIT and executed an application for Letters Patent of the United States of America therefor on 5/December/2007; 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 _____, filed _____) the application number, the confirmation number and filing date of said application when known.

Date: 5/December/2007
s/Jin-hwan KIM

Date: 5/December/2007
s/Byoung-ho CHEONG

Date: 5/December/2007
s/Hong-seok LEE

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