

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jin Wook LEE	01/21/2008
Hun LIM	01/21/2008
Gene Moo LEE	01/21/2008
Won Keun KONG	01/21/2008

RECEIVING PARTY DATA

Name:	SAMSUNG ELECTRONICS CO., LTD.
Street Address:	416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742
City:	Suwon-si
State/Country:	REPUBLIC OF KOREA

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12032710

CORRESPONDENCE DATA

Fax Number: (202)478-1813

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Email: charles@mbiplaw.com

Correspondent Name: Charles Y. Park

Address Line 1: 1120 20th St NW 750S

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:

12000.SMG.0114

NAME OF SUBMITTER:

Charles Y. Park

Total Attachments: 6

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ASSIGNMENT

For valuable consideration, we,

Jin Wook LEE	No. 111-403, Sunnyvalley Apt., Jigok-dong, Giheung-gu, Yongin-si, Gyeonggi-do 446-592, Republic of Korea
Hun LIM	No. A-514, Dormitory, Samsung Advanced Institute of Technology, Nongseo-dong, Giheung-gu, Yongin-si, Gyeonggi-do 446-920, Republic of Korea
Gene Moo LEE	No. 325, Hyundai Arion Officetel, Geumgok-dong, Bundang-gu, Seongnam-si, Gyeonggi-do 463-853, Republic of Korea
Won Keun KONG	No. 651-1705, Miju Apt., Sinnamusil 6-danji Apt., Yeongtong-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-733, Republic of Korea

hereby assign to:

SAMSUNG ELECTRONICS CO., LTD., a Republic of Korea corporation
having principal executive offices at:
416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742, Republic of
Korea; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title
and interest throughout the world in the inventions and improvements which are subject of U.S.
Patent Application Number 12/032,710 filed 02/18/2008 at the U.S. Patent &
Trademark Office signed by us, with title:

SYSTEM AND METHOD OF ACQUIRING CONTENTS

, and we authorize and request the attorneys appointed in said application to hereafter complete
this assignment by inserting above the filing date and application serial number of said
application when known; this Assignment including said application, any and all United States
and foreign patents, utility models, and design registrations granted for any of said inventions or
improvements, and the right to claim priority based on the filing date of said application under
the International Convention for the Protection of Industrial Property, the Patent Cooperation

PATENT

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Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, preliminary statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment.

IN WITNESS WHEREOF, I hereto set my hand and seal this 21st day of
January, 2008

Signature: _____

Jin Wook LEE

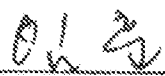
City of Yongin-si :

Country of Republic of Korea :

Before me this _____ day of _____, 2008, personally appeared
known to me to be the person whose name is subscribed to the foregoing Assignment and
acknowledged that they executed the same as his free act and deed for the purposes therein
contained.

Witness or Notary Public

IN WITNESS WHEREOF, I hereto set my hand and seal this 21st day of
January, 2008

Signature: 
Hun LIM

City of Yongin-si :

Country of Republic of Korea :

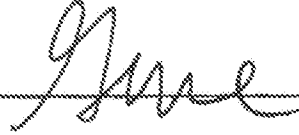
Before me this _____ day of _____, 2008, personally appeared
known to me to be the person whose name is subscribed to the foregoing Assignment and
acknowledged that they executed the same as his free act and deed for the purposes therein
contained.

Witness or Notary Public

IN WITNESS WHEREOF, I hereto set my hand and seal this 21st day of
January, 2008

Signature: _____

Gene Moo LEE



City of Seongnam-si :

:

Country of Republic of Korea :

Before me this _____ day of _____, 2008, personally appeared
known to me to be the person whose name is subscribed to the foregoing Assignment and
acknowledged that they executed the same as his free act and deed for the purposes therein
contained.

Witness or Notary Public

IN WITNESS WHEREOF, I hereto set my hand and seal this 21st day of
January, 2008

Signature: _____

Won Keun KONG

City of Suwon-si :

Country of Republic of Korea :

Before me this _____ day of _____, 2008, personally appeared
known to me to be the person whose name is subscribed to the foregoing Assignment and
acknowledged that they executed the same as his free act and deed for the purposes therein
contained.

Witness or Notary Public