

## PATENT ASSIGNMENT

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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>Jung-kun LEE</td><td>02/19/2008</td></tr><tr><td>Young-mi KANG</td><td>02/19/2008</td></tr><tr><td>Hye-rin KIM</td><td>02/19/2008</td></tr><tr><td>Ju-il UM</td><td>02/19/2008</td></tr><tr><td>Young-shil JANG</td><td>02/19/2008</td></tr></tbody></table>	Name	Execution Date	Jung-kun LEE	02/19/2008	Young-mi KANG	02/19/2008	Hye-rin KIM	02/19/2008	Ju-il UM	02/19/2008	Young-shil JANG	02/19/2008	
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RECEIVING PARTY DATA													
Name:	Samsung Electronics Co., Ltd.												
Street Address:	416, Maetan-dong, Yeongtong-gu,												
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>12100494</td></tr></tbody></table>	Property Type	Number	Application Number:	12100494									
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Application Number:	12100494												
CORRESPONDENCE DATA													
Fax Number: (202)293-7860 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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Email: thall@sughrue.com													
Correspondent Name: SUGHRUE MION, PLLC													
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Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20037													
ATTORNEY DOCKET NUMBER:	Q105976												
NAME OF SUBMITTER:	Darryl Mexic												

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PATENT  
REEL: 020782 FRAME: 0043



Docket No. Q105976

## Assignment

Whereas, We, Jung-kun LEE, Young-mi KANG, Hye-rin KIM, Ju-il UM, and Young-shil JANG of Suwon-si, Republic of Korea, Yongin-si, Republic of Korea, Seoul, Republic of Korea, Suwon-si, Republic of Korea, and Suwon-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in CONTENT INFORMATION DISPLAY METHOD AND APPARATUS 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 all divisions, and continuations thereof, and all Letters Patent of the United States that may be granted thereon, and all reissues thereof, 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:	<u>01/02/08</u>	<u>2008.2.19</u>
	s/Jung-kun LEE	
Date:	<u>01/02/08</u>	<u>2008.2.19</u>
	s/Young-mi KANG	
Date:	<u>01/02/08</u>	<u>2008.2.19</u>
	s/Hye-rin KIM	
Date:	<u>01/02/08</u>	<u>2008.2.19</u>
	s/Ju-il UM	
Date:	<u>01/02/08</u>	<u>2008.2.19</u>
	s/Young-shil JANG	

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

PATENT

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