

04-23-2008

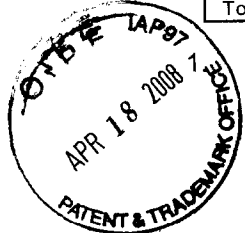
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To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.



9/18-08

Name of conveying party(ies):

Jung-chul PARK
Giang-yoon KWON
Keum-koo LEE
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2. Name and Address of receiving party(ies):

SAMSUNG ELECTRONICS CO., LTD.
416, Maetan-dong, Yeongtong-gu
Suwon-si, Gyeonggi-do
Republic of Korea

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other: _____

Execution Date(s): April 10, 2008

4. Application number(s) or patent number(s):

This document is being filed together with a new application:

(a) The execution date(s) of the application is/are:
(b) The title is: **METHOD FOR PROVIDING MULTIMEDIA TO PROVIDE CONTENT RELATED TO KEYWORDS, AND MULTIMEDIA APPARATUS APPLYING THE SAME**

OR

This document is being filed after filing of the application:

(a) Patent Application No(s). 12/103,738, filed April 16, 2008; or
(b) Patent No(s). , issued .

5. Name and address of party to whom correspondence concerning document should be mailed:

STEIN, MCEWEN & BUI, LLP Our Docket: 0005.1289
Attention: Michael D. Stein
1400 Eye St., N.W., Suite 300
Washington, D.C. 20005

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... (\$ 40.00 per Patent or Application in Assignment)

Enclosed
 Authorized to be charged to Deposit Account No. 503333.

8. Deposit Account No. 503333: (Any underpayment is authorized to be charged to this Deposit Account) (Attach duplicate copy of this page if paying by deposit account)

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Michael D. Stein, Reg. No. 37,240
Name of Person Signing

Signature

4/18/08
Date

Total number of pages including cover sheet: 2

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SMB 12/04

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter, "ASSIGNOR") by

(Insert Name(s) & Address(es) of ASSIGNEE(S))

SAMSUNG ELECTRONICS CO., LTD.
416, Maetan-dong, Yeongtong-gu
Suwon-si, Gyeonggi-do
Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled
(Title of Invention)

METHOD FOR PROVIDING MULTIMEDIA TO PROVIDE CONTENT RELATED TO KEYWORDS, AND MULTIMEDIA APPARATUS APPLYING THE SAME

relating to International Patent Application PCT/JP_____/_____ and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(a) executed on ; (Insert date of execution of application, if not concurrent)

(b) filed on ;





Application No. Not yet assigned ;

Any registered attorney of STEIN, MCEWEN & BUI, LLP, 1400 Eye St., N.W., Suite 300, Washington, D.C. 20005 (202/216-9505) is hereby authorized to insert in (b) the specified data, when known.

and to said application and all Letters Patent(s) of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which the said Letters Patent(s) may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).
(Typed Name & Signature of Inventor(s)) (Date) (Typed Name & Signature of Witness(es))

1)	<u>Jungchul Park</u> Jung-chul PARK	<u>April 10, 2008</u>	<u></u> Eun-ji LEE
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5)	_____	_____	_____
6)	_____	_____	_____