

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT						
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT						
<b>CONVEYING PARTY DATA</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Simon J. GIBBS</td> <td>05/05/2008</td> </tr> <tr> <td>Alan MESSER</td> <td>05/10/2008</td> </tr> </tbody> </table>		Name	Execution Date	Simon J. GIBBS	05/05/2008	Alan MESSER	05/10/2008
Name	Execution Date						
Simon J. GIBBS	05/05/2008						
Alan MESSER	05/10/2008						
<b>RECEIVING PARTY DATA</b>							
<b>Name:</b>	Samsung Electronics Co., Ltd.						
<b>Street Address:</b>	416 Maetan- 3Dong, Yeongtong-Gu						
<b>City:</b>	Suwon City, Gyeonggi-Do						
<b>State/Country:</b>	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF						
<b>Postal Code:</b>	443-742						
<b>PROPERTY NUMBERS Total: 1</b>							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12120203</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12120203		
Property Type	Number						
Application Number:	12120203						
<b>CORRESPONDENCE DATA</b>							
<b>Fax Number:</b>	(408)255-8002						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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<b>Correspondent Name:</b>	BEYER LAW GROUP LLP						
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<b>ATTORNEY DOCKET NUMBER:</b>	SISAP021/CSL07-NW14-A						
<b>NAME OF SUBMITTER:</b>	Bernadette Lee						
<b>Total Attachments: 1</b> source=Assignment_executed#page1.tif							

CH \$40.00 12120203

## ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

### A PERSONALIZED VIDEO SYSTEM

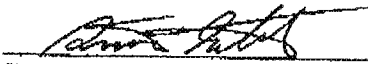

(Atty. Docket No. SISAP021/CSL07-NW14-A),

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
 which bears U.S. application No. 12/120,203. (Not accompanying)  
 which is a U.S. provisional application. (Accompanying)

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to Samsung Electronics Co., Ltd, a Republic of Korea corporation having a place of business at 416 Maetan- 3Dong, Yeongtong-Gu, Suwon City, Gyeonggi-Do, Korea 443-742 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

- |    |   |                       |
|----|---|-----------------------|
| 1) | Signature: <u></u> | Date: <u>5/5/2008</u> |
|    | Typed Name: Simon J. Gibbs  |                       |
| 2) | Signature: <u></u> | Date: <u>5/10/08</u>  |
|    | Typed Name: Alan Messer   |                       |