U.S. PTO 12/320836 02/05/2009

FORM PTO-1595 RECORDATION FOR'	OF COMMERCE
Patent and Tradema 02 - 17 - 2009	
PATENTS THE PATENT	
To the Director of the U.S. Patent and Trademark Office: Please re	
1. Name of conveying party(ies): 103548288 Seok-Hyun YOON Min-Hyok BANG Hyun-Sik YOON Sung-Ho RYU	
2. Name and Address of receiving party(ies):	
SAMSUNG ELECTRONICS CO., LTD. 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742 Republic of Korea	
Nature of conveyance: X Assignment	
Application number(s) or patent number(s): This document is being filed together with a new application. This document is being filed after filing of the application: (a) Patent Application No(s)., filed; or (b) Patent No(s)., issued.	
Name and address of party to whom correspondence concerning document should be STAAS & HALSEY LLP Our Docket: 1901.1318 Attention: David J. Cutitta 1201 New York Ave., N.W., Suite 700 Washington, D.C. 20005	e mailed:
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.	t)
B. Deposit Account No.: 19-3935	
David J. Cutitta Reg. No. 52 790	2000
	<u>, 2009</u>
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2. 3. 4. 5. 6. 7.	Name of conveying party(ies): Seok-Hyun YOON Min-Hyok BANG Hyun-Sik YOON Sung-Ho RYU Name and Address of receiving party(ies): SAMSUNG ELECTRONICS CO., LTD. 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742 Republic of Korea Nature of conveyance: X. Assignment

PATENT REEL: 022272 FRAME: 0618

Docket No.: 1901.1318

U.S. ASSIGNMENT

SeH 1/00

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 443-742 Republic of Korea

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

METHOD AND APPARATUS FOR COLLECTING AND PROVIDING INFORMATION OF INTEREST TO USER REGARDING MULTIMEDIA CONTENT

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 .	Any registered attorney of STAAS & HALSEY LLP, 1201 New York Avenue, N.W., Suite 700 Washington, D.C. 20005 (202/434-1500) is			
Serial No. ;	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, ressue, 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 swom testimony, and obtaining and producing evidence.

(Typed Name & Signature of Inventor(s))	(Dátě)	(Typed Name & Signature of Witness(es))
1) \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	2009.1.13	
Seok-Hyur YOON 2) Min Hook BANG	2009.1.13	
Min-Hyok BANG 3)	2009.1.13	W
4) Suno-Ho Rvo	2009. 1.13	
5)		
6)		

PATENT REEL: 022272 FRAME: 0619

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