

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Nak-Cho CHOI	04/08/2009
Fusayuki TAKESHITA	04/08/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SAMSUNG ELECTRONICS CO., LTD
<b>Street Address:</b>	416 Maetan-dong, Yeongton-gu
<b>Internal Address:</b>	Suwon-si
<b>City:</b>	Gyeonggi-do
<b>State/Country:</b>	REPUBLIC OF KOREA
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12422220
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<b>Total Attachments: 1</b> source=AB3288US_ASG_EF#page1.tif	

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**PATENT**  
**REEL: 022535 FRAME: 0623**

**ASSIGNMENT**

For good and valuable consideration, receipt of which is hereby acknowledged, we

CHOI, Nak-Cho	of	Hanjin Town Apt. 113-2103, Gaebong 3-dong, Guro-gu, Seoul, Korea
TAKESHITA, Fusayuki	of	212-2101 Hangaram Apt., Ichon-dong, Yongsan-gu, Seoul, Korea

hereby sell, assign and transfer to SAMSUNG ELECTRONICS CO., LTD., a corporation, having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention in

**REFLECTIVE LIQUID CRYSTAL DISPLAY AND MANUFACTURING METHOD OF THE  
SAME**

for which we have executed a United States patent application on or about the date of this assignment, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from us; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, their successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request that the United States Patent and Trademark Office issue all patents granted for said invention to the above-named assignee, its successors and assigns.

Executed this 8<sup>th</sup> day of April, 2009

Choi Nak Cho  
CHOI, Nak-Cho

Executed this 8<sup>th</sup> day of April, 2009

Fusayuki Takeshita  
TAKESHITA, Fusayuki