

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Yun-gyung CHEONG	04/13/2009
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742
City:	Suwon-si
State/Country:	REPUBLIC OF KOREA
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12432067
CORRESPONDENCE DATA	
Fax Number:	(202)478-1813
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2024293789
Email:	charles@mbiplaw.com
Correspondent Name:	Charles Y. Park
Address Line 1:	1156 15th St NW Suite 603
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005
ATTORNEY DOCKET NUMBER:	12000.SMG.0390
NAME OF SUBMITTER:	Charles Y. Park
Total Attachments: 2 source=AssignmentSMG390#page1.tif source=AssignmentSMG390#page2.tif	

OP \$40.00 12432067

ASSIGNMENT

For valuable consideration, I,

Yun-Gyung CHEONG 305-603 Hyangchon Lotte Apt., Pyeongan-dong,
Dongan-gu, Anyang-si, Gyeonggi-do, Republic of Korea

hereby assign to:

SAMSUNG ELECTRONICS CO., LTD., a Republic of Korea corporation

having principal executive offices at:

416, Maetan-dong, Yeongtong-gu, Suwon-si,
Gyeonggi-do 443-742, Republic of Korea; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of U.S. Patent Application Number 12,432,067 filed 04/29/2009 at the U.S. Patent & Trademark Office signed by us, with title DATA PROCESSING APPARATUS AND METHOD FOR CONSTRUCTING INTERACTIVE CONTENTS AND RECORDING MEDIA, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and application serial number of said application when known; this Assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, preliminary statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment.

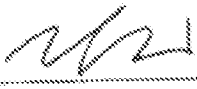
First Assignor:

Yun-Gyung CHEONG

305-603 Hyangchon Lotte Apt., Pyeongan-dong, Dongan-gu,
Anyang-si, Gyeonggi-do, Republic of Korea

Citizenship: Republic of Korea

IN WITNESS WHEREOF, I hereto set my hand and seal this 13th day of
April, 2009

Signature: 
Yun-Gyung CHEONG

City of _____ :

:

Country of _____ :

Before me this _____ day of _____, 2009, personally appeared
known to me to be the person whose name is subscribed to the foregoing Assignment and
acknowledged that they executed the same as his free act and deed for the purposes therein
contained.

Witness or Notary Public