

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Assignee's country to read --Republic of Korea-- previously recorded on Reel 020968 Frame 0278. Assignor(s) hereby confirms the assignment document.										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>PRIYANG RATHOD</td> <td>05/05/2008</td> </tr> <tr> <td>MITHUN SHESHAGIRI</td> <td>05/05/2008</td> </tr> <tr> <td>SIMON J. GIBBS</td> <td>05/05/2008</td> </tr> <tr> <td>ANUGEETHA KUNJITHAPATHAM</td> <td>05/06/2008</td> </tr> </tbody> </table>		Name	Execution Date	PRIYANG RATHOD	05/05/2008	MITHUN SHESHAGIRI	05/05/2008	SIMON J. GIBBS	05/05/2008	ANUGEETHA KUNJITHAPATHAM	05/06/2008
Name	Execution Date										
PRIYANG RATHOD	05/05/2008										
MITHUN SHESHAGIRI	05/05/2008										
SIMON J. GIBBS	05/05/2008										
ANUGEETHA KUNJITHAPATHAM	05/06/2008										
<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Samsung Electronics Co., Ltd.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>416 Maetan- 3Dong, Yeongtong-Gu</td> </tr> <tr> <td><b>City:</b></td> <td>Suwon City, Gyeonggi-Do</td> </tr> <tr> <td><b>State/Country:</b></td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>443-742</td> </tr> </table>		<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>	REPUBLIC OF KOREA	<b>Postal Code:</b>	443-742
<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>	REPUBLIC OF KOREA										
<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 style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12120209</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12120209						
Property Type	Number										
Application Number:	12120209										
<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (408)255-8002  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 408-255-8001        Email: ldean@beyerlaw.com        Correspondent Name: BEYER LAW GROUP LLP        Address Line 1: P.O. Box 1687        Address Line 4: Cupertino, CALIFORNIA 95015-1687</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	SISAP036										
<b>NAME OF SUBMITTER:</b>	Steve D Beyer										

CH \$40.00 12120209

**500856043**

**PATENT**  
**REEL: 022661 FRAME: 0654**

Total Attachments: 5

source=Assignment\_error#page1.tif

source=Assignment\_error#page2.tif

source=Assignment\_error#page3.tif

source=Assignment\_error#page4.tif

source=Assignment\_error#page5.tif

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

05/19/2008  
500543734

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Priyang RATHOD</td> <td>05/05/2008</td> </tr> <tr> <td>Mithun SHESHAGIRI</td> <td>05/05/2008</td> </tr> <tr> <td>Simon J. GIBBS</td> <td>05/05/2008</td> </tr> <tr> <td>Anugeetha KUNJITHAPATHAM</td> <td>05/06/2008</td> </tr> </tbody> </table>	Name	Execution Date	Priyang RATHOD	05/05/2008	Mithun SHESHAGIRI	05/05/2008	Simon J. GIBBS	05/05/2008	Anugeetha KUNJITHAPATHAM	05/06/2008	
Name	Execution Date										
Priyang RATHOD	05/05/2008										
Mithun SHESHAGIRI	05/05/2008										
Simon J. GIBBS	05/05/2008										
Anugeetha KUNJITHAPATHAM	05/06/2008										
RECEIVING PARTY DATA											
Name:	Samsung Electronics Co., Ltd.										
Street Address:	416 Maetan - 3 Dong, Yeongtong-Gu										
City:	Suwon City, Gyeonggi-Do										
State/Country:	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF										
Postal Code:	443-742										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12120209</td> </tr> </tbody> </table>	Property Type	Number	Application Number:	12120209							
Property Type	Number										
Application Number:	12120209										
CORRESPONDENCE DATA											
Fax Number:	(408)255-8002										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Email:	labanador@beyerlaw.com										
Correspondent Name:	BEYER LAW GROUP LLP										
Address Line 1:	P.O. Box 1687										
Address Line 4:	Cupertino, CALIFORNIA 95015-1687										
ATTORNEY DOCKET NUMBER:	SISAP036/CSL07-NW17										
NAME OF SUBMITTER:	Bernadette Lee										
Total Attachments: 2 source=Assignment_executed#page1.tif source=Assignment_executed#page2.tif											

CH \$40.00 12120209

## ASSIGNMENT OF PATENT APPLICATION

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

### COMBINATION OF COLLABORATIVE FILTERING AND CLIPRANK FOR PERSONALIZED MEDIA CONTENT RECOMMENDATION

(Atty. Docket No. SISAP035/ CSL07-NW16), (check one)

- ☐ for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
☒ which bears U.S. application No. 12/120,211. (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 – 3 Dong, 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:   
Typed Name: Böttyan Németh

Date: 05/06/08

2) Signature: \_\_\_\_\_  
Typed Name: Simon J. Gibbs

Date: \_\_\_\_\_

3)     **Signature:** \_\_\_\_\_     **Date:** \_\_\_\_\_  
          **Typed Name:**   Mithun Sheshagiri

4)     **Signature:** \_\_\_\_\_     **Date:** \_\_\_\_\_  
          **Typed Name:**   Priyang Rathod

## ASSIGNMENT OF PATENT APPLICATION

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

### COMBINATION OF COLLABORATIVE FILTERING AND CLIPRANK FOR PERSONALIZED MEDIA CONTENT RECOMMENDATION

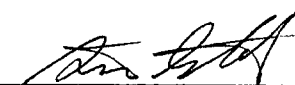
(Atty. Docket No. SISAP035/ CSL07-NW16), (check one)

- ☐ for which I have executed a U.S. patent application on even date herewith. (Accompanying)  
☒ which bears U.S. application No. 12/120,211. (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 – 3 Dong, 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: \_\_\_\_\_ Date: \_\_\_\_\_  
Typed Name: Bottyán Németh
- 2) Signature:  \_\_\_\_\_ Date: 5/6/2008  
Typed Name: Simon J. Gibbs

3)

Signature:

Typed Name:

Mithun Sheshagiri

Date:

05/06/2008

4)

Signature:

Typed Name:

Priyang Rathod

Date:

5/6/2008