

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee's country to read --Republic of Korea-- previously recorded on Reel 020879 Frame 0412. Assignor(s) hereby confirms the assignment document.
CONVEYING PARTY DATA	
Name	Execution Date
SANGOH JEONG	04/21/2008
DOREEN CHENG	04/21/2008
YU SONG	04/21/2008
SWAROOP KALASAPUR	04/21/2008
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	416 Maetan- 3Dong, Yeongtong-Gu
City:	Suwon City, Gyeonggi-Do
State/Country:	REPUBLIC OF KOREA
Postal Code:	443-742
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12109927
CORRESPONDENCE DATA	
Fax Number:	(408)255-8002
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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
ATTORNEY DOCKET NUMBER:	SISAP033
NAME OF SUBMITTER:	Steve D Beyer

CH \$40.00 12109927

Total Attachments: 2

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PATENT ASSIGNMENT

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04/30/2008
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<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>Sangoh Jeong</td> <td>04/21/2008</td> </tr> <tr> <td>Doreen Cheng</td> <td>04/21/2008</td> </tr> <tr> <td>Yu Song</td> <td>04/21/2008</td> </tr> <tr> <td>Swaroop Kalasapur</td> <td>04/21/2008</td> </tr> </tbody> </table>		Name	Execution Date	Sangoh Jeong	04/21/2008	Doreen Cheng	04/21/2008	Yu Song	04/21/2008	Swaroop Kalasapur	04/21/2008
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<p>Fax Number: (408)255-8002 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 4082558001 Email: lfitzsimmons@beyerlaw.com Correspondent Name: Beyer Law Group LLP Address Line 1: P.O. Box 1687 Address Line 4: Cupertino, CALIFORNIA 95015-1687</p>											
ATTORNEY DOCKET NUMBER:	SISAP033										
NAME OF SUBMITTER:	Marc S. Hanish										
<p>Total Attachments: 1 source=SISAP033_Assignment#page1.tif</p>											

CH \$40.00 12109927

ASSIGNMENT OF PATENT APPLICATION

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

SITUATION-AWARE THRESHOLDING FOR RECOMMENDATION

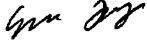
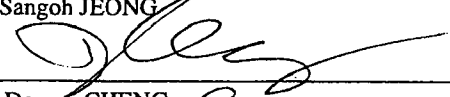
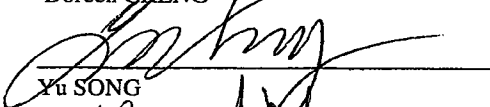
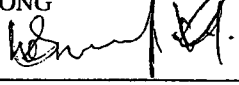
(Atty. Docket No. **SISAP033/CSL07-NP12**), (check one)

- for which I have executed a U.S. patent application on even date herewith. (Accompanying)
 which bears U.S. application No. 12/109,927. (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 Korean 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>04/21/2008</u> |
| | Typed Name: Sangoh JEONG | |
| 2) | Signature: <u></u> | Date: <u>4/21/08</u> |
| | Typed Name: Doreen CHENG | |
| 3) | Signature: <u></u> | Date: <u>4/21/2008</u> |
| | Typed Name: Yu SONG | |
| 4) | Signature: <u></u> | Date: <u>4/21/2008</u> |
| | Typed Name: Swaroop KALASAPUR | |