PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------|----------------|
| Seong-II PARK | 07/23/2009 |

RECEIVING PARTY DATA

| Name: | Samsung Electronics Co., Ltd. | |
|-----------------|---|--|
| Street Address: | 416, Maetan-Dong, Yeongtong-gu, Gyeonggi-do | |
| City: | Suwon-si | |
| State/Country: | : KOREA, REPUBLIC OF | |
| Postal Code: | 443-803 | |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 12534389 |

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER: P2827US00

NAME OF SUBMITTER: Hae-Chan Park

Total Attachments: 2

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OP \$40.00 12534

PATENT REEL: 023198 FRAME: 0815

Attorney's Docket No.: P2827US00



ASSIGNMENT

Whereas, Assignor has invented certain new and useful processes, machines, articles of manufacture, compositions of matter, and/or improvements thereof ("Invention") disclosed in

an application for United States Letters Patent entitled DISPLAY DEVICE AND DRIVING METHOD THEREOF ("Application");

upon which United States Letters Patent, Patent Number _______, has issued ("Patent");

Whereas, Assignor desires to convey all rights, titles, and interests in and to the same to:

Samsung Electronics Co., Ltd.
416 Maetan-dong, Yeongtong-gu
Gyeonggi-do
Suwon-si, Republic of Korea

Samsung Electronics Co., Ltd. herein further referred to as ("Assignee").

Now, for valuable consideration by Assignee to Assignor, the receipt of which is hereby acknowledged, and for other good and valuable consideration, Assignee and Assignor hereby agree as follows:

Assignor hereby conveys, assigns, sells and transfers to Assignee all rights, title and interests in and to the Invention disclosed in said application and in and to any Letters Patent of the United States (US), any continuation, division, renewal, or substitute thereof, and hereby grant to Assignee the right to apply in its own name for patents or Inventor's certificates and related rights heretofore or hereafter filed for the Invention in any and all countries, including (without limitation) all rights to claim priority based thereon, all patents granted thereon and all reissues, extensions and renewals thereof.

Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

Assignor further covenants that Assignee will, upon Assignee's request, be provided promptly with all pertinent facts and documents relating to the Invention, Patent, Application and any patents granted thereon, as may be known and accessible to Assignor, and Assignor will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to Assignee or Assignee's legal representative any and all papers, instruments or affidavits required to apply for, protect, obtain, maintain, issue, defend and enforce the Application, Patent, Invention, whether in the US or any and all foreign countries and any patents granted thereon and/or for obtaining any reissue or reissues of any patent which may be granted for the invention and perform such further acts which may be necessary or desirable to carry out the intent of this agreement as the Assignee thereof shall hereafter require and prepare at assignee's expense.



IN WITNESS WHEREOF, Assignor has hereunto set hand and seal.

First Inventor's Name:

Seong-II PARK

Address:

1-109 Sinwon Villa, 7, Bongcheon 3-dong

Gwanak-gu

Seoul, Republic of Korea

First Inventor's Signature:

Seong-Il PARK

Date:

July 23, 2009

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PATENT REEL: 023198 FRAME: 0817