

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Hee-seob RYU</td> <td>09/10/2009</td> </tr> <tr> <td>Sang-on CHOI</td> <td>09/10/2009</td> </tr> <tr> <td>Sung-jin LEE</td> <td>09/10/2009</td> </tr> <tr> <td>Min-Woo JUNG</td> <td>09/10/2009</td> </tr> </tbody> </table>		Name	Execution Date	Hee-seob RYU	09/10/2009	Sang-on CHOI	09/10/2009	Sung-jin LEE	09/10/2009	Min-Woo JUNG	09/10/2009
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<b>RECEIVING PARTY DATA</b>											
Name:	Samsung Electronics Co., Ltd.										
Street Address:	416 Maetan-dong, Yeongtong-gu										
Internal Address:	Gyeonggi-do										
City:	Suwon-si										
State/Country:	REPUBLIC OF KOREA										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12604064</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12604064						
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Application Number:	12604064										
<b>CORRESPONDENCE DATA</b>											
Fax Number:	(202)293-7860										
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NAME OF SUBMITTER:	Peter A. McKenna										
Total Attachments: 1											

CH \$40.00 12604064

**500995495**

**PATENT  
 REEL: 023411 FRAME: 0291**



## Assignment

Whereas, I/We, Hee-seob RYU, Sang-on CHOI, Sung-jin LEE, and Min-Woo JUNG of Suwon-si, Republic of Korea, Suwon-si, Republic of Korea, Yongin-si, Republic of Korea, Seoul, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in APPARATUS FOR PROVIDING CONTENT ACCORDING TO USER'S INTEREST IN CONTENT AND METHOD FOR PROVIDING CONTENT ACCORDING TO USER'S INTEREST IN CONTENT and executed an application for Letters Patent of the United States of America therefor on \_\_\_\_\_; and

Whereas, SAMSUNG ELECTRONICS CO., LTD., 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

We, the above named assignors, hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including all divisions, and continuations thereof, and all Letters Patent of the United States that may be granted thereon, and all reissues thereof, including the right to claim priority under 35 U.S.C. §119, and we request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

We hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number \_\_\_\_\_ and Confirmation number \_\_\_\_\_, filed \_\_\_\_\_) the application number and filing date of said application when known.

Date: Sep 10. 2009 Ryu Hee Seob  
s/Hee-seob RYU

Date: Sep. 10. 2009 [Signature]  
s/Sang-on CHOI

Date: Sep. 10. 2009 [Signature]  
s/Sung-jin LEE

Date: Sep. 10. 2009 [Signature]  
s/Min-Woo JUNG

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)