

01-26-2010

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Attorney Docket No: 5004-1-222

103587374

to the Assistant Commissioner for Patents

1. Name of conveying party(ies):
Bong Won LEE; Nho Kyung HONG

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name

Other: _____

Execution Date: January 19, 2010

2. Name and address of receiving party(ies):

Name: SAMSUNG ELECTRONICS CO.; LTD.

Address: 416, MAETAN-DONG, YEONGTONG-GU

SUWON-SI, GYEONGGI-DO

REPUBLIC OF KOREA

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: January 20, 2010

A. Patent Application No.(s)

12/690,279

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Steve Cha

Address: CHA & REITER
210 Route 4 East, Suite #103
Paramus, New Jersey 07652

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40.00

☒ Enclosed

☒ Authorized to be charged to deposit account, if necessary
- for overages or underpayments only

8. Deposit account number: 502-470

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Steve Cha, Reg No.44,069
Name of Person Signing

Signature

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Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Patents
Box Assignments
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Assignment of Invention and Patent Application

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of TEN (\$10.00) DOLLAR,

- 1) Bong Won LEE of No. Na-105, Anam Heights Villa, 95-6, Samseong 1-dong, Gangnam-gu, Seoul, Republic of Korea
- 2) Nho Kyung HONG of 477-3, Gunja-dong, Gwangjin-gu, Seoul, Republic of Korea

(hereinafter **Assignor**) hereby sells, assigns, transfers, and sets over unto:

SAMSUNG ELECTRONICS CO., LTD. of
416, MAETAN-DONG, YEONGTONG-GU, SUWON-SI, GYEONGGI-DO,
REPUBLIC OF KOREA

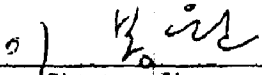
(hereinafter **Assignee**) the entire right, title and interest for the United States Of America as defined in 35 U.S.C. § 1.00, in and to the invention entitled as:

APPARATUS AND METHOD FOR ADJUSTING CHARACTERISTICS OF A MULTIMEDIA ITEM

invented by **Assignor**; the application for United States patent therefor, invented by **Assignor**; any patent or reissues of any patent that may be granted thereon; and any applications which are continuations, continuation-in-part, substitutes, or divisions of said application. **Assignor** authorizes **Assignee** to enter the date of signature and/or Serial Number and Filing Date in the above. **Assignor** also authorizes and requests the Commissioner of Patents and Trademarks to issue any resulting patent(s) to the said **Assignee**, for its interests as **Assignee**, its successors, assigns and legal representatives. The undersigned agrees that the attorney of record in said application shall hereafter act on behalf of said **Assignee**; and **Assignor** further conveys to **Assignee** all priority rights resulting from the above-identified application for United States Patent. **Assignor** agrees to execute all papers, give any required testimony and perform other lawful acts, as deemed essential by **Assignee** to perfect **Assignee's** interest in any resulting patent of the United States, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and **Assignee's** interest therein.

SIGNED ON THE DATES(S) INDICATED BESIDE MY/OUR SIGNATURE(S):

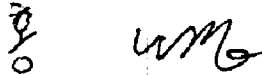
Name of First Inventor: Bong Won LEE


Signature of inventor

Dated: 2010.1.19

WITNESSED: KWAK SE-JIN

Name of Second Inventor: Nho Kyung HONG


Signature of inventor

Dated: 2010.1.19

WITNESSED: KWAK SE-JIN