

PATENT ASSIGNMENT

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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>Choong-hoon LEE</td> <td>08/24/2009</td> </tr> <tr> <td>Jin-mok KIM</td> <td>08/24/2009</td> </tr> <tr> <td>Ji-young KIM</td> <td>08/24/2009</td> </tr> </tbody> </table>		Name	Execution Date	Choong-hoon LEE	08/24/2009	Jin-mok KIM	08/24/2009	Ji-young KIM	08/24/2009
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Choong-hoon LEE	08/24/2009								
Jin-mok KIM	08/24/2009								
Ji-young KIM	08/24/2009								
RECEIVING PARTY DATA									
Name:	Samsung Electronics Co., Ltd.								
Street Address:	416, Maetan-dong, Yeongtong-gu,								
Internal Address:	Gyeonggi-do,								
City:	Suwon-si								
State/Country:	REPUBLIC OF KOREA								
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>12702369</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12702369				
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Application Number:	12702369								
CORRESPONDENCE DATA									
Fax Number:	(202)293-7860								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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NAME OF SUBMITTER:	Christopher R. Lipp								
Total Attachments: 1 source=ASSIGNMENT_EXECUTED_AS_FILED#page1.tif									

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PATENT
REEL: 023913 FRAME: 0687

Docket No. Q113883
For Non-U.S. Clients

Assignment

Whereas, We, Choong-hoon LEE, of Seoul, Republic of Korea, Jin-mok KIM, of Yongin-si, Republic of Korea, and Ji-young KIM of, Suwon-si, Republic of Korea, hereinafter called assignors, have invented certain improvements in METHOD AND APPARATUS FOR REPRODUCING VIDEO USING WATERMARK INSERTING FUNCTION 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: 08.24.2009 
s/Choong-hoon LEE

Date: 08.24.2009 
s/Jin-mok KIM

Date: 08.24.2009 
s/Ji-young KIM

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

PATENT