

PATENT ASSIGNMENT

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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 style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Yeo-ri YOON</td> <td>04/26/2010</td> </tr> <tr> <td>Chang-soo LEE</td> <td>04/26/2010</td> </tr> <tr> <td>Sang-hee LEE</td> <td>04/26/2010</td> </tr> <tr> <td>Dae-hyun KIM</td> <td>04/26/2010</td> </tr> </tbody> </table>		Name	Execution Date	Yeo-ri YOON	04/26/2010	Chang-soo LEE	04/26/2010	Sang-hee LEE	04/26/2010	Dae-hyun KIM	04/26/2010
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CORRESPONDENCE DATA											
Fax Number: (202)293-7860 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 202-293-7060 Email: JHELLER@SUGHRUE.COM Correspondent Name: SUGHRUE MION, PLLC Address Line 1: 2100 PENNSYLVANIA AVENUE, N.W. Address Line 2: SUITE 800 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20037											
ATTORNEY DOCKET NUMBER:	Q117341										
NAME OF SUBMITTER:	Peter A. McKenna										
Total Attachments: 1											

CH \$40.00 12783146

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PATENT
REEL: 024409 FRAME: 0664

Assignment

Whereas, We, Yeo-ri YOON of Suwon-si, Republic of Korea, Chang-soo LEE of Seoul, Republic of Korea, Sang-hee LEE of Seoul, Republic of Korea and Dae-hyun KIM of Suwon-si, Republic of Korea, respectively, hereinafter called assignor(s), have invented certain improvements in CONTENT SUPPLY SYSTEM AND CONTENT SUPPLY METHOD THEREOF AND DISPLAY DEVICE AND CONTROL METHOD THEREOF and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, SAMSUNG ELECTRONICS CO., LTD., (assignee), of 416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea 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 assignor(s), 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:	<u>Yeo-ri Yoon</u>	<u>April 26, 2010</u>
	s/Yeo-ri YOON	
Date:	<u>Chang-soo Lee</u>	<u>April 26, 2010</u>
	s/Chang-soo LEE	
Date:	<u>Sang-hee Lee</u>	<u>April 26, 2010</u>
	s/Sang-hee LEE	
Date:	<u>Dae Hyun Kim</u>	<u>April 26, 2010</u>
	s/Dae-hyun KIM	

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