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LEE, Sang-Young

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

2. Name and address of receiving party(ies)

Name: SAMSUNG ELECTRONICS CO., LTD.

Internal Address: _____

Street Address: _____

416, Maetan-dong, Yeongtong-qu, Suwon-si, Gyeonggi-do 443-742

City: Suwon-si

State: _____

Country: Republic of Korea

Zip: _____

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

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 09/28/2010

- Assignment Merger
- Security Agreement Change of Name
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- Other _____

4. Application or patent number(s):

A. Patent Application No.(s)

This document is being filed together with a new application.

B. Patent No.(s)

29 371 053

Additional numbers attached? Yes No

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

Name: Charles Y. Park

Internal Address: _____

Street Address: 1156 15th Street NW Suite 603

City: Washington

State: District of Columbia Zip: 20005

Phone Number: 202-429-0020

Fax Number: 202-315-3758

Email Address: info@nsiplaw.com

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

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9. Signature:

/Charles Y. Park/
Signature

09/30/2010
Date

Charles Y. Park
Name of Person Signing

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ASSIGNMENT

For valuable consideration, I,

(1) Name: LEE, Sang-Young
Address: A-402, Gwandeok Villart 126-90, Gwangmyeong-3Dong,
Gwangmyeong-Si, Gyeonggi-Do, Republic of Korea

SAMSUNG ELECTRONICS CO., LTD., a Republic of Korea corporation

having principal executive offices at:

416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742,
Republic of Korea; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of U.S. Patent Application Number / filed at the U.S. Patent & Trademark Office signed by us, with title Wall mount for Television, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and application serial number of said application when known; this Assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, preliminary statements and other lawful documents as the Assignee may reasonably request to effectuate fully this Assignment.

IN WITNESS WHEREOF, I hereto set my hand and seal this 20th day of September, 2010

Signature: LEE, Sang-Young
LEE, Sang-Young

Before me this _____ day of _____, 2010, personally appeared known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that they executed the same as his free act and deed for the purposes therein contained.

Witness or Notary Public