

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Tae-Yeon WON	09/29/2010
Su-An CHOI	09/29/2010
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	416, Maetan 3-dong, Paldal-gu, Suwon-city,
City:	Kyunggi-do
State/Country:	REPUBLIC OF KOREA
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29372090
CORRESPONDENCE DATA	
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Total Attachments: 1 source=Assignment#page 1.tif	

CH \$40.00 29372090

ASSIGNMENT

United States (Sole or Joint)
(Excluding Foreign Rights)

WHEREAS, I/We,

Tae-Yeon WON (205-303, Samsung hansarang 2cha, 634-3, Deungchon-dong,
Gangseo-gu, Seoul, Korea)

Su-An CHOI (403, Intelligent house, 737-7, Banpo-dong, Seocho-gu, Seoul, Korea)

residing at

have invented certain new and useful improvements in Exterior sensor of illumination intensity for a display unit of outdoor advertisement for which an application for United States Letters Patent was signed on even date

WHEREAS, Samsung Electronics Co., Ltd.

having a place of business at 416, Maetan 3-dong, Paldal-gu, Suwon-city, Kyunggi-do, Korea

hereinafter called the "Assignee", is desirous of acquiring the entire right, title and interest in and to said invention and in and to any Letters Patent that may be granted therefor, in the United States and its territorial possessions.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other valuable considerations, the receipt whereof is hereby acknowledged, I/We have sold, assigned and transferred, and by these presents do sell, assign, transfer and confirm in and to said Assignee my/our full and exclusive right to the said invention in the United States and its territorial possessions and my/our entire right, title and interest in and to said application and any and all Letters Patent which September be granted therefor in the United States and its territorial possessions and in and to any and all divisions, reissues, continuations and extensions thereof.

I/We hereby authorize and request the Patent Office Officials in the United States to issue any and all of said Letters Patent, when granted, to said Assignee for the sole use and behoof of the said Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, I/We have hereunto set my/our hand(s).

Witnessed by :

Inventor(s) :

Date :

September 29, 2010

Tae-Yeon WON 원

Su-An CHOI 수안

PATENT