

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hoon CHOI	11/16/2010
Hyeon-Joo LEE	11/18/2010
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	
Property Type	Number
Application Number:	12949122
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:	Q120783
NAME OF SUBMITTER:	Jeffrey Heller - Formalities Specialist
Total Attachments: 1 source=Assignment_Executed#page1.tif	

CH \$40.00 12949122

Assignment

Whereas, We, Hoon CHOI of Hwaseong-si, Republic of Korea; and Hyeon-Joo LEE of Suwon-si, Republic of Korea, respectively, hereinafter called assignors, have invented certain improvements in DISPLAY APPARATUS and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, SAMSUNG ELECTRONICS CO., LTD. of 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: Hoon Choi November 16, 2010
s/Hoon CHOI

Date: Hyeon-Joo Lee November 18, 2010
s/Hyeon-Joo LEE

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