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JW.

1. Name of conveying party(ies)

LEE, Jeong-Yeon
KWON, Heui-Jin
PARK, Jae-Hyung

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-gu, 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) 12/16/2010; 12/17/2010

Assignment

Merger

Security Agreement

Change of Name

Joint Research Agreement

Government Interest Assignment

Executive Order 9424, Confirmatory License

Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Charles Y. Park

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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

Deposit Account Number _____

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9. Signature:

/Charles Y. Park/
Signature

12/20/2010
Date

Charles Y. Park
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

ASSIGNMENT

For valuable consideration, we,

LEE, Jeong-Yeon	305-501, Neutimaeul Joogong3Danzi, Jeongja-Dong, Boondang-Gu, Seongnam-Si, Gyeonggi-Do, Republic of Korea
KWON, Heui-Jin	202-1803, Hansin APT., Imae-Dong, Boondang-Gu, Seongnam-Si, Gyeonggi-Do, Republic of Korea
PARK, Jae-Hyung	2Fl. Unitower, 358-6, Hapjeong-Dong, Mapo-Gu, Seoul, Republic of Korea

hereby assign to:

SAMSUNG ELECTRONICS CO., LTD., a Republic of Korea
corporation/institute/institution having principal executive office(s) or place of business
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 **GRAPHIC USER INTERFACE FOR DIGITAL 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 TESTIMONY/WITNESS WHEREOF, we, undersigned inventors (Assignors) intending to be legally bound, have hereto affixed our signatures.

This 16th day of Dec., 2010

Lee

Signature: LEE, Jeong-Yeon

This 17th day of Dec, 2010

Kwon Heui-Jin

Signature: KWON, Heui-Jin

This 16th day of Dec, 2010

Park Jae-Hyung

Signature: PARK, Jae-Hyung