

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Jung Mok Bae</td> <td>03/07/2011</td> </tr> <tr> <td>Hoon Song</td> <td>03/07/2011</td> </tr> <tr> <td>Yun Woo Nam</td> <td>03/07/2011</td> </tr> <tr> <td>Hong Seok Lee</td> <td>03/07/2011</td> </tr> <tr> <td>Mi Jeong Song</td> <td>03/11/2011</td> </tr> </tbody> </table>		Name	Execution Date	Jung Mok Bae	03/07/2011	Hoon Song	03/07/2011	Yun Woo Nam	03/07/2011	Hong Seok Lee	03/07/2011	Mi Jeong Song	03/11/2011
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Samsung Electronics Co., Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>416, Maetan-dong, Yeongtong-gu</td> </tr> <tr> <td>City:</td> <td>Suwon-si, Gyeonggi-do</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>443-742</td> </tr> </table>		Name:	Samsung Electronics Co., Ltd.	Street Address:	416, Maetan-dong, Yeongtong-gu	City:	Suwon-si, Gyeonggi-do	State/Country:	REPUBLIC OF KOREA	Postal Code:	443-742		
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CORRESPONDENCE DATA													
<p>Fax Number: (202)315-3758 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (202) 429-0020 Email: email@nsiplaw.com</p> <p>Correspondent Name: North Star Intellectual Property Law, PC Address Line 1: P.O. Box 34688 Address Line 4: Washington, DISTRICT OF COLUMBIA 20043</p>													
ATTORNEY DOCKET NUMBER:	12000.SMG.0882												
NAME OF SUBMITTER:	Nicholas M. Stabler												

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PATENT
REEL: 025945 FRAME: 0337

Total Attachments: 7

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PATENT

REEL: 025945 FRAME: 0338

ASSIGNMENT

For valuable consideration, We,

- (1) Name: **Jung-mok BAE**
 Address: Seoul, Republic of Korea
 Nationality: Republic of Korea
- (2) Name: **Hoon SONG**
 Address: Yongin-si, Gyeonggi-do, Republic of Korea
 Nationality: Republic of Korea
- (3) Name: **Yun-woo NAM**
 Address: Yongin-si, Gyeonggi-do, Republic of Korea
 Nationality: Republic of Korea
- (4) Name: **Hong-seok LEE**
 Address: Seongnam-si, Gyeonggi-do, Republic of Korea
 Nationality: Republic of Korea
- (5) Name: **Mi-jeong SONG**
 Address: Suwon-si, Gyeonggi-do, Republic of Korea
 Nationality: Republic of Korea

hereby assign to:

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 successor 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 13 / 020,896 filed February 4, 2011 at the U.S. Patent & Trademark Office signed by us, with title **2D/3D SWITCHABLE BACKLIGHT UNIT AND IMAGE DISPLAY DEVICE**, 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 7th day of
March, 2011

Signature: Jungmok Bae Jungmok Bae
Jung-mok BAE

City of Seoul :

Country of Korea :

Before me this _____ day of _____, 2011, 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

IN WITNESS WHEREOF, I hereto set my hand and seal this 17th day of
March, 2011

Signature: Song, Hoon
Hoon SONG

City of Yongin :

:

Country of Korea :

Before me this _____ day of _____, 2011, 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

IN WITNESS WHEREOF, I hereto set my hand and seal this 7th day of March, 2011

Signature: Yun-woo NAM
City of Yongin :
Country of Korea :

Before me this _____ day of _____, 2011, 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

IN WITNESS WHEREOF, I hereto set my hand and seal this 17th day of
March, 2011

Signature: Lee Hong-seok
Hong-seok LEE

City of Seongnam :

Country of Korea :

Before me this _____ day of _____, 2011, 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

IN WITNESS WHEREOF, I hereto set my hand and seal this 11th day of
March, 2011

Signature: 
Mi-jeong SONG

City of Suwon :

:

Country of Korea :

Before me this _____ day of _____, 2011, 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

