

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Sang-Myoung LEE</td><td>05/06/2011</td></tr><tr><td>NAMSEOK ROH</td><td>05/06/2011</td></tr><tr><td>KYUNGTAEE CHAE</td><td>05/06/2011</td></tr><tr><td>Hyung-II JEON</td><td>05/06/2011</td></tr><tr><td>Joo-Han BAE</td><td>05/06/2011</td></tr><tr><td>Jihoon YANG</td><td>05/06/2011</td></tr></tbody></table>		Name	Execution Date	Sang-Myoung LEE	05/06/2011	NAMSEOK ROH	05/06/2011	KYUNGTAEE CHAE	05/06/2011	Hyung-II JEON	05/06/2011	Joo-Han BAE	05/06/2011	Jihoon YANG	05/06/2011
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<table border="1"><tr><td>Name:</td><td>SAMSUNG ELECTRONICS CO., LTD</td></tr><tr><td>Street Address:</td><td>416, Maetan-dong, Yeongtong-gu,</td></tr><tr><td>Internal Address:</td><td>Gyeonggi-do,</td></tr><tr><td>City:</td><td>Suwon-si</td></tr><tr><td>State/Country:</td><td>REPUBLIC OF KOREA</td></tr></table>		Name:	SAMSUNG ELECTRONICS CO., LTD	Street Address:	416, Maetan-dong, Yeongtong-gu,	Internal Address:	Gyeonggi-do,	City:	Suwon-si	State/Country:	REPUBLIC OF KOREA				
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CORRESPONDENCE DATA															
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PATENT
REEL: 026511 FRAME: 0553

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NAME OF SUBMITTER:

Amy Bizon-Copp

Total Attachments: 2

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ASSIGNMENT

WHEREAS We, **LEE, Sang-Myoung** of 1007-702, Jinangol Maeul Jugong 10 Danji Apt., Jinan-dong, Hwaseong-si, Gyeonggi-do, Republic of Korea ;
ROH, NAMSEOK of 509-902, Hyojachon Samhwan Apt., Seohyeon-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea; **CHAE, KYUNGTAE** of 102-703, Dongt an Yedang Maeul Prugio Apt., Seoku-dong, Hwaseong-si, Gyeonggi-do, Republic of Korea; **JEON, Hyung-II** of B-102, Seoheung House, 41-42 (14/4), Yonghyeon 4-dong, Nam-gu, Incheon, Republic of Korea; **BAE, Joo-Han** of 107-1205, Imaechon Kumkang Apt., Imae-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea;
YANG, Jihoon of 103-601, Hyundai Apt., Hwajeong 1-dong, Seo-gu, Gwangju, Republic of Korea (hereinafter referred to as "ASSIGNORS") have invented certain new and useful improvements in:

DISPLAY APPARATUS

which claims priority to **Korean Patent Application No. 10-2011-0006460** filed **January 21, 2011** and for which We are about to file or have filed an application for Letters Patent of the United States;

AND WHEREAS, **SAMSUNG ELECTRONICS CO., LTD** (hereinafter referred to as "ASSIGNEE"), a corporation organized and existing under the laws of the Country of Korea, having a place of business at **416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea**, is desirous of acquiring an interest in the United States and all foreign countries, in and to the said invention and Letters Patent to be obtained therefor;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for good and valuable consideration, the receipt of which is hereby acknowledged, We, the said ASSIGNORS have assigned and transferred, and hereby assign and transfer unto the said ASSIGNEE, the entire right, title and interest in and to said invention in the United States and in all foreign countries, including priority rights, as fully set forth and described in said application; and We do hereby authorize and request the Commissioner of Patents to issue said Letters Patent on said application, and any and all Letters Patent that may be issued upon any

and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof, to the said ASSIGNEE, an assignee of the entire right, title and interest in and to the same, for the sole use and behoof of ASSIGNEE, its successors and assigns; and We do hereby agree that the said ASSIGNEE, may apply for foreign Letters Patent on said invention and that We will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by the said ASSIGNEE, its successors or assigns, and that We will, at the cost and expense of the said ASSIGNEE fully assist and cooperate in all matters in connection with the United States and foreign applications and patents issuing thereon.

The undersigned declare that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 11. 05. 06 LEE, Sang-Myoung. L.S.
LEE, Sang-Myoung

Date: 11. 05. 06 Nam Sook L.S.
ROH, NAMSEOK

Date: 11. 05. 06 Chae kyung tae L.S.
CHAE, KYUNGTAE

Date: 11. 05. 06 Jeon Hyung Il L.S.
JEON, Hyung-Il

Date: 11. 05. 06 BAE, Joo-Han L.S.
BAE, Joo-Han

Date: 11. 05. 06 Yang, Ji hoon L.S.
YANG, Jihoon