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To the Director of the U.S. Patent

08/10/2011



103630543

ET U.S. DEPARTMENT OF COMMERCE
ONLY
document.

1. Name of conveying party(ies):
Seo Young CHOI
Du-Sik PARK
Ho Young LEE

Balazs KRANICZ
Janos SCHANDA
Ji Young HONG

2. Name and Address of receiving party(ies):

SAMSUNG ELECTRONICS CO., LTD.
416, Maetan-dong, Yeongtong-gu,
Suwon-si, Gyeonggi-do 443-742
Republic of Korea

U.S. PTO
13/137290
08/03/2011

3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other: _____

Execution Date(s): August 3, 2011

4. Application number(s) or patent number(s):

☒ This document is being filed together with a new application.

13/137290

OR

☐ This document is being filed after filing of the application:

- (a) Patent Application No(s). To be Assigned, filed August 3, 2011; or
(b) Patent No(s). , issued .

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

STAAS & HALSEY LLP
Attention: Paul F. Daebeler
1201 New York Ave., N.W., 7th Floor
Washington, D.C. 20005
Our Docket: 1911.1493

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)..... (\$ 40.00 per Patent or Application in Assignment)

☒ Enclosed
☐ Authorized to be charged to credit card.
☐ Authorized to be charged to deposit account.

8. Deposit Account No.: 19-3935 (Any underpayment is authorized to be charged to this Deposit Account)
(Attach duplicate copy of this page if paying by deposit account)

Paul F. Daebeler, Reg. No. 35,852
Name of Person Signing

Paul F. Daebeler
Signature

August 3, 2011
Date

Total number of pages including cover sheet: 3

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(Insert Name(s) & Address(es) of ASSIGNEE(S))

SAMSUNG ELECTRONICS CO., LTD.
416, Maetan-dong, Yeongtong-gu,
Suwon-si, Gyeonggi-do 443-742
Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled

APPARATUS AND METHOD FOR GENERATING VIDEO SIGNAL REDUCING CROSSTALK BETWEEN LIGHTNESS SIGNAL AND CHROMINANCE SIGNAL

relating to International Patent Application PCT/JP _____/_____ and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(a) executed on :

(Insert date of execution of application, if not concurrent)

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Serial No. :

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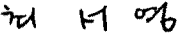
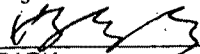
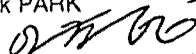
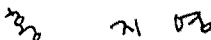
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IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

(Typed Name & Signature of Inventor(s))

(Date)

(Typed Name & Signature of Witness(es))

1)	 Seo Young CHOI	2011.08.03	
2)	 Du-Sik PARK	2011.08.03	
3)	 Ho Young LEE	2011.08.03	
4)	 Balazs Kranicz		
5)	 Janos Schanda		
6)	 Ji Young HONG	2011.08.03	
7)			

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(Title of Invention)

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2) _____ Du-Sik PARK	_____	_____
3) _____ Ho Young LEE	_____	_____
4) <u>Balazs Kranicz</u> Balazs Kranicz	2011.08.03	_____
5) <u>Janos Schanda</u> Janos Schanda	2011.08.03	_____
6) _____ Ji Young HONG	_____	_____
7) _____	_____	_____