

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Byoungcho CHEONG	12/28/2010
Jaeho YOU	12/28/2010
TaeWoo KIM	12/28/2010
Eun-Ae KWAK	12/28/2010
Jaechang KIM	12/21/2010
Taehoon YOON	12/21/2010
Kihan KIM	12/21/2010

RECEIVING PARTY DATA

Name:	SAMSUNG ELECTRONICS CO., LTD.
Street Address:	416, MAETAN-DONG, YEONGTONG-GU
Internal Address:	SUWON-SI
City:	GYEONGGI-DO
State/Country:	REPUBLIC OF KOREA

Name:	PUSAN NATIONAL UNIVERSITY-INDUSTRY COOPERATION FOUNDATION
Street Address:	BUSAN NATIONAL UNIV., SAN 30BUNJI, JANGJEON 2-DONG
Internal Address:	GEUMJEONG-GU
City:	BASAN
State/Country:	REPUBLIC OF KOREA

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13222981

CORRESPONDENCE DATA

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OP \$40.00 13222981

501644867

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ATTORNEY DOCKET NUMBER:

KORY03422 US

NAME OF SUBMITTER:

Jon Y. Ikegami, Reg. No. 51,115

Total Attachments: 12

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ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we

CHEONG, BYOUNGHO	of	806-1804, Kunyoung Casvill Apt., Jukjeon 1-dong, Suji-gu, Yongin-si, Gyeonggi-do, Republic of Korea
YOU, JAEHO	of	206-1604, Hanul Maeul Sinchang Apt., 673, Suyeong-ri, Bongdam-eup, Hwaseong-si, Gyeonggi-do, Republic of Korea
KIM, TaeWoo	of	101-803, Samik Apt., Geumgwang-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
KWAK, Eun-Ae	of	310-102, Jugong Apt., Dang-dong, Gunpo-si, Gyeonggi-do, Republic of Korea
KIM, JAECHANG	of	107-1008, Sunkyung Apt., Allak 2-dong, Dongnae-gu, Busan, Republic of Korea
YOON, TAEHOON	of	104-1401, Shinsung Apt., Jwa-dong, Haeundae-gu, Busan, Republic of Korea
KIM, KIHAN	of	#802, Yeongnam Chowon, Dogye-dong, Uichang-gu, Changwon-si, Gyeongsangnam-do, Republic of Korea

hereby sell, assign and transfer to **Samsung Electronics Co., Ltd.** having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea and **Pusan National University Industry-University Cooperation Foundation** a corporation, having a place of Busan National Univ., San 30Bunji, Jangjeon 2-dong, Geumjeong-gu, Busan, Republic of Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention described in a patent application titled::

DISPLAY OPERABLE IN BOTH REFLECTIVE AND TRANSMISSIVE MODES

- which is attached hereto
- which was filed on _____ and is assigned a U.S. Serial No. _____

for which we have executed a United States patent application on or about the date of this assignment, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from us; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, its successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request that the United States

Patent and Trademark Office issue all patents granted for said invention to the above-named assignee, its successors and assigns.

Executed this 28 day of Dec, 2010.



(CHEONG, BYOUNGHO)

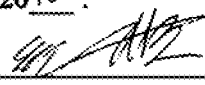
WITNESSED:

Signature

Date

Type or print name of witness

Executed this 28 day of 12, 2010.



(YOU, JAEHO)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this 28 day of Dec, 2010.



(KIM, TaeWoo)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this 28 day of December, 2010.



(KWAK, Eun-Ae)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20__.

(KIM, JAECHANG)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20__.

(YOON, TAEHOON)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20____.

(KIM, KIHAN)

WITNESSED:

Signature

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Type or print name of witness

ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we

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YOU, JAEHO	of	206-1604, Hanul Maeul Sinchang Apt., 673, Suyeong-ri, Bongdam-eup, Hwaseong-si, Gyeonggi-do, Republic of Korea
KIM, TaeWoo	of	101-803, Samik Apt., Geungwang-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
KWAK, Eun-Ae	of	310-102, Jugong Apt., Dang-dong, Gunpo-si, Gyeonggi-do, Republic of Korea
KIM, JAECHANG	of	107-1008, Sunkyung Apt., Allak 2-dong, Dongnae-gu, Busan, Republic of Korea
YOON, TAEHOON	of	104-1401, Shinsung Apt., Jwa-dong, Haeundae-gu, Busan, Republic of Korea
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hereby sell, assign and transfer to **Samsung Electronics Co., Ltd.** having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea and **Pusan National University Industry-University Cooperation Foundation a corporation**, having a place of Busan National Univ., San 30Bunji, Jangjeon 2-dong, Geumjeong-gu, Busan, Republic of Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention described in a patent application titled::

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- which is attached hereto
- which was filed on _____ and is assigned a U.S. Serial No. _____

for which we have executed a United States patent application on or about the date of this assignment, and all patent applications and patents of every country for said invention, including divisions, reissues, continuations and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from us; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, its successors, assigns and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request that the United States

Patent and Trademark Office issue all patents granted for said invention to the above-named assignee, its successors and assigns.

Executed this _____ day of _____, 20____.

(CHEONG, BYOUNGHO)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20____.

(YOU, JAEHO)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20____.

(KIM, TaeWoo)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this _____ day of _____, 20____.

(KWAK, Eun-Ae)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this 21 day of December, 2010.

Joe Chang Kim

(KIM, JAECHANG)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this 21 day of December, 2010.

Joe Han Yoon

(YOON, TAEHOON)

WITNESSED:

Signature

Date

Type or print name of witness

Executed this 21 day of December, 2010.

Ki-Han Kim
(KIM, KIHAN)

WITNESSED:

Signature

Date

Type or print name of witness