

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Dan Shirron	09/06/2011
Reuben Bareli	09/06/2011
Eyal Toledano	09/06/2011
Benjamin Dotan	09/06/2011
Elad Haviv	09/06/2011
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
Postal Code:	442-742
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13227783
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	0-11-165(28182/US/11)

OP \$40.00 13227783

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**PATENT
 REEL: 026872 FRAME: 0184**

NAME OF SUBMITTER:

Kevin D. McCarthy

Total Attachments: 2

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Assignment of the Invention

WHEREAS, we,

1. Dan SHIRRON, an Israeli citizen residing at 7A Livne Street, 37808 Givaat Ada, Israel
2. Reuben BARELI, an Israeli citizen residing at 57 Rabbi Akiva Street, 46423 Herzliya, Israel
3. Eyal TOLEDANO, an Israeli citizen residing at 52 Zvi Herer Street, 28234 Kiryat Ata, Israel
4. Benjamin DOTAN, an Israeli citizen residing at Kibutz Negba, Doar Na Sade Gat 79856, Israel
5. Elad Haviv, an Israeli citizen residing at Mizpe Zurit, DN Misgav 20104 Zurit, Israel

have invented a certain new and useful improvement for

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USER EXPERIENCE**

the specification of which is attached hereto:

AND WHEREAS Samsung Electronics Co., Ltd at 416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 442-742, Republic of Korea (“Assignee”) is desirous of acquiring all interest in said invention, said application, and in any Letters Patent which may be granted therefore;

AND WHEREAS, at the time the invention was made, we were under an obligation to assign all of our right, title, and interest in our said invention to Assignee.

NOW THIS INDENTURE WITNESSETH, that for the sum of one dollar and other valuable consideration to us in hand paid, the receipt of which is hereby acknowledged, we hereby assign, sell, and transfer unto Assignee the entire right, title, and interest in said invention, said application, and in and to any and all Letters Patent of the United States, and countries foreign thereto, which may be granted for said invention, and in and to any and all priority rights, rights under the International Convention For The Protection Of Industrial Property, rights under the Patent Cooperation Treaty, and other benefits accruing or to accrue to us with respect to the filing of applications for patents or securing of patents in the United States and countries foreign thereto.

And we hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Letters Patent to Assignee as the assignee of the whole right, title, and interest thereto.

And we further agree to sign and properly execute such necessary and lawful papers for application for foreign patents, for filing subdivisions of said application for patent, and for obtaining any reissue or reissues of any Letters Patent which may be granted for our aforesaid invention, as the assignee thereof shall hereafter require and prepare at its own expense.

WITNESS, my hand this 6 day of September, 2011 for Dan Shirron

WITNESS, my hand this 6 day of September, 2011 for Reuben Bareli

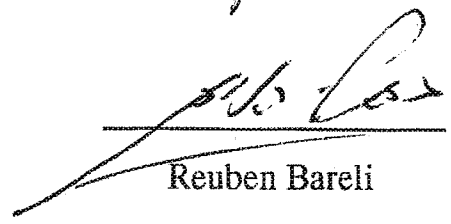
WITNESS, my hand this 6 day of September, 2011 for Eyal Toledano

WITNESS, my hand this 6 day of September, 2011 for Benjamin Dotan

WITNESS, my hand this 6 day of September, 2011 for Elad Haviv



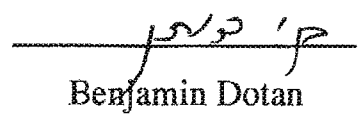
Dan Shirron



Reuben Bareli



Eyal Toledano



Benjamin Dotan



Elad Haviv

Preferably Notarized, but not necessary