

# PATENT ASSIGNMENT

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT  |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT  |
| <b>CONVEYING PARTY DATA</b>   |   |
| <b>Name</b>   | <b>Execution Date</b>   |
| Ae-Jung SEO   | 10/31/2011  |
| <b>RECEIVING PARTY DATA</b>   |   |
| <b>Name:</b>  | SAMSUNG ELECTRONICS CO., LTD.                                 |
| <b>Street Address:</b>  | 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742 |
| <b>City:</b>  | SUWON-SI  |
| <b>State/Country:</b>   | REPUBLIC OF KOREA   |
| <b>PROPERTY NUMBERS Total: 1</b>  |   |
| <b>Property Type</b>  | <b>Number</b>   |
| <b>Application Number:</b>  | 29405218  |
| <b>CORRESPONDENCE DATA</b>  |   |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | 9100.D271   |
| <b>NAME OF SUBMITTER:</b>   | Charles Y. Park   |
| <b>Total Attachments: 1</b><br>source=NewDesignApp_9100D271_AssignmentExecuted#page1.tif                              |   |

OP \$40.00 29405218

**ASSIGNMENT**

For valuable consideration, I,

Ae-Jung SEO

#202, 160-4, Gaepo-Dong, Seoul, Republic of Korea

hereby assign to:

**SAMSUNG ELECTRONICS CO., LTD.**, a Republic of Korea

corporation/institute/institution having principal executive office(s) or place of business

at: 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742, Republic of

Korea; and

its successors 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 29/405,218 filed 10/31/2011 at the U.S. Patent & Trademark Office signed by me, with title **Generated Image for a Display Screen or Portion Thereof**, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for myself and my 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 TESTIMONY/WITNESS WHEREOF, I, undersigned inventor(s) (Assignor(s))  
intending to be legally bound, have hereto affixed my (our) signature(s).

This 31<sup>st</sup> day of October, 2011



Signature: Ae-Jung SEO