

# 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>
Sook-Kyung LEE	11/14/2011
Eun-Ju TAE	11/14/2011
Hye-Won IM	11/11/2011
<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>	29407394
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<b>ATTORNEY DOCKET NUMBER:</b>	9100.D241
<b>NAME OF SUBMITTER:</b>	Charles Y. Park
<b>Total Attachments: 2</b> source=9100D241_ExecutedAssignment#page1.tif source=9100D241_ExecutedAssignment#page2.tif	

OP \$40.00 29407394

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**PATENT**  
**REEL: 027289 FRAME: 0689**

## ASSIGNMENT

For valuable consideration, WE,

Sook-Kyung LEE	105-1501, Cheolsan Raemian APT., Cheolsan-Dong, Gwangmyeong-Si, Gyeonggi-Do, Republic of Korea
Eun-Ju TAE	1908-1201, Ggoomdongsan APT., Sang-Dong, Wonmi-Gu, Bocheon-Si, Gyeonggi-Do, Republic of Korea
Hye-Won IM	1215-1008, Sinsigazi 12Danz APT., Shinjeong7-Dong, Yangcheon-Gu, 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 29/407,394 filed 11/29/2011 at the U.S. Patent & Trademark Office signed by us, with title Generated Image for a Display Screen or Portion Thereof, and we 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 we authorize the Assignee to apply in all countries in our names 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 we agree for ourselves and our respective 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, we, undersigned inventors (Assignors) intending to be legally bound, have hereto affixed our signatures.

This 14<sup>th</sup> day of November, 2011

Lee S. K

Signature: Sook-Kyung LEE

This 14<sup>th</sup> day of November, 2011

Eunju

Signature: Eun-Ju TAE

This 11<sup>th</sup> day of November, 2011

IM H.W

Signature: Hye-Won IM