

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Cheolyong NOH</td> <td>01/02/2012</td> </tr> <tr> <td>Hyunchul BAE</td> <td>01/02/2012</td> </tr> <tr> <td>Seongsik CHOI</td> <td>01/02/2012</td> </tr> </tbody> </table>		Name	Execution Date	Cheolyong NOH	01/02/2012	Hyunchul BAE	01/02/2012	Seongsik CHOI	01/02/2012
Name	Execution Date								
Cheolyong NOH	01/02/2012								
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Seongsik CHOI	01/02/2012								
RECEIVING PARTY DATA									
Name:	SAMSUNG ELECTRONICS CO., LTD.								
Street Address:	416, Maetan-dong, Yeongtong-gu								
City:	Suwon-si, Gyeonggi-do								
State/Country:	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13351018</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13351018				
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Application Number:	13351018								
CORRESPONDENCE DATA									
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Address Line 4:	Hartford, CONNECTICUT 06103								
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NAME OF SUBMITTER:	Amy Bizon-Copp								
Total Attachments: 2 source=AS_FILED_ASSIGNMENT#page1.tif source=AS_FILED_ASSIGNMENT#page2.tif									

OP \$40.00 13351018

ASSIGNMENT

WHEREAS We, **NOH, Cheolyong** of 104-1003, Jugong Greenville 11 danji 1 cha Apt., Bae
kseok-dong, Seobuk-gu, Cheonan-si, Chungcheongnam-do, Republic of Korea; **BAE, HYU**
NCHUL of 633-1101, Sinnamusil 6 danji Apt., Yeongtong 2-dong, Yeongtong-gu, Suwon-si
, Gyeonggi-do, Republic of Korea; and **CHOI, SEONGSIK** of 30-1011, Eunma Apt., Daech
i 2-dong, Gangnam-gu, Seoul, Republic of Korea (hereinafter referred to as "ASSIGNORS")
have invented certain new and useful improvements in:

DISPLAY APPARATUSES

which claims priority to **Korean Patent Application No. 10-2011-0075439** filed **July 28,**
2011 and for which We are about to file or have filed an application for Letters Patent of the
United States;

AND WHEREAS, **SAMSUNG ELECTRONICS CO., LTD** (hereinafter referred to
as "ASSIGNEE"), a corporation organized and existing under the laws of the Country of Korea,
having a place of business at **416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do,**
Republic of Korea, is desirous of acquiring an interest in the United States and all foreign
countries, in and to the said invention and Letters Patent to be obtained therefor;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that, for
good and valuable consideration, the receipt of which is hereby acknowledged, We, the said
ASSIGNORS have assigned and transferred, and hereby assign and transfer unto the said
ASSIGNEE, the entire right, title and interest in and to said invention in the United States and
in all foreign countries, including priority rights, as fully set forth and described in said
application; and We do hereby authorize and request the Commissioner of Patents to issue said
Letters Patent on said application, and any and all Letters Patent that may be issued upon any
and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof,
to the said ASSIGNEE, an assignee of the entire right, title and interest in and to the same, for
the sole use and behoof of ASSIGNEE, its successors and assigns; and We do hereby agree that
the said ASSIGNEE, may apply for foreign Letters Patent on said invention and that We will

execute all papers necessary in connection with the United States and foreign applications when called upon to do so by the said ASSIGNEE, its successors or assigns, and that We will, at the cost and expense of the said ASSIGNEE fully assist and cooperate in all matters in connection with the United States and foreign applications and patents issuing thereon.

The undersigned declare that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 2012.1.2 NOH, Cheolyong L.S.
NOH, Cheolyong

Date: 2012.1.2 Bae, HyunChul L.S.
BAE, HYUNCHUL

Date: 2012.1.2 Choi, SeongSik L.S.
CHOI, SEONGSIK