

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>Yong-Jun CHOI</td> <td>12/29/2011</td> </tr> <tr> <td>Jae-Suk CHOI</td> <td>12/29/2011</td> </tr> <tr> <td>Jung Hwan CHO</td> <td>12/29/2011</td> </tr> </tbody> </table>		Name	Execution Date	Yong-Jun CHOI	12/29/2011	Jae-Suk CHOI	12/29/2011	Jung Hwan CHO	12/29/2011
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Yong-Jun CHOI	12/29/2011								
Jae-Suk CHOI	12/29/2011								
Jung Hwan CHO	12/29/2011								
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								
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>13352197</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13352197				
Property Type	Number								
Application Number:	13352197								
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Total Attachments: 2 source=PANK03480US_Assignment_EF#page1.tif source=PANK03480US_Assignment_EF#page2.tif									

OP \$40.00 13352197

ASSIGNMENT

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

CHOI, Yong-Jun of 302-3303, Tangjeong Samsung Trapalace, 809, Myeongam-ri, Tangjeong-myeon, Asan-si, Chungcheongnam-do, Korea
CHOI, Jae-Suk of 104-1502, Sindo Branew Apt., Geumo-dong, Uijeongbu-si, Gyeonggi-do, Korea
CHO, Jung Hwan of 303-602, Tangjeong Samsung Trapalace, Myeongam-ri, Tangjeong-myeon, Asan-si, Chungcheongnam-do, Korea

Hereby sell, assign and transfer to Samsung Electronics Co., Ltd. a corporation, having a place of business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea, its successors and assigns, the entire right, title and interest throughout the world in our invention in

DISPLAY DEVICE AND DRIVING METHOD THEREOF

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 29th day of Dec., 2011

CHOI Yong Jun
CHOI, Yong-Jun

Executed this 29th day of Dec., 2011

CHOI Jae-Suk
CHOI, Jae-Suk

Executed this 29th day of Dec., 2011

CHO Jung Hwan

CHO, Jung Hwan