

PATENT ASSIGNMENT

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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>Jung-nam BAE</td> <td>01/30/2012</td> </tr> <tr> <td>Tae-gyun CHO</td> <td>01/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jung-nam BAE	01/30/2012	Tae-gyun CHO	01/30/2012		
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<table border="1"> <tr> <td>Name:</td> <td>SAMSUNG Electronics Co., Ltd.</td> </tr> <tr> <td>Street Address:</td> <td>416 Maetan-dong, Yeongtong-gu</td> </tr> <tr> <td>City:</td> <td>Suwon-si, Gyeonggi-do</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> </table>		Name:	SAMSUNG Electronics Co., Ltd.	Street Address:	416 Maetan-dong, Yeongtong-gu	City:	Suwon-si, Gyeonggi-do	State/Country:	REPUBLIC OF KOREA
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PROPERTY NUMBERS Total: 1									
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Application Number:	13362412								
CORRESPONDENCE DATA									
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NAME OF SUBMITTER:	Seungman Kim								
Total Attachments: 1 source=Assignment_1-31-12#page1.tif									

OP \$40.00 13362412

U.S. ASSIGNMENT

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned Inventor(s) (hereinafter, "ASSIGNOR") by (insert Name(s) & Address(es) of ASSIGNEE(S))

SAMSUNG Electronics Co., Ltd.
416 Mactan-dong, Yeongtong-gu
Suwon-si, Gyeonggi-do
Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest to the invention entitled

METHOD OF CHANGING POSITION OF MENU IN IMAGE FORMING APPARATUS AND IMAGE FORMING APPARATUS CONFIGURED TO CHANGE POSITION OF MENU

relating to International Patent Application PCT _____/_____ and/or for which application for Letters Patent of the United States was executed on even date herewith or, if not so executed, was:

(a) executed on _____; (Insert date of execution of application, if not concurrent)

(b) filed on _____

Serial No. _____/_____;

*** Any registered attorney of Stanzione & Kim, L.L.P., 919 18th Street, N.W., Washington, D.C. 20006, is hereby authorized to insert in section (b) above the specified data, when known.***

and to said application and all Letters patent(s) of the United States granted on said application and any continuation, division, renewal, substitute, reissue or reexamination application based thereon, for the full term or terms for which the said Letters Patent(s) may be granted and including any extensions thereof (collectively, hereinafter, "said application(s) and Letters Patent(s)").

The ASSIGNOR agree(s), when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient, for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent(s), in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

(Typed Name & Signature of Inventor(s))

(Date)

1) Jung-nam BAE
Jung-nam BAE

2012.1.30

2) Tae-gyun CHO
Tae-gyun CHO

2012.1.30