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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Ae-Jung SEO
June-Seok KIM
Kyung-Dae PARK
Hee-Kyung JEON
Jee-Won LEE

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: SAMSUNG ELECTRONICS CO., LTD.

Internal Address: _____

Street Address: _____

416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742

City: Suwon-si

State: _____

Country: Republic of Korea

Zip: _____

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 1/30/2012

- Assignment Merger
- Security Agreement Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Charles Y. Park

Internal Address: _____

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6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information

Deposit Account Number _____

Authorized User Name _____

9. Signature:

/Charles Y. Park
Signature

2/9/2012
Date

Charles Y. Park
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

ASSIGNMENT

For valuable consideration, WE,

Ae-Jung SEO	#202, 160-4, Gaepo-Dong, Seoul, Republic of Korea
June-Seok KIM	#706, NexVill, Hanhwajin, 706-20, Yeoksam-Dong, Gangnam-Gu, Seoul, Republic of Korea
Kyung-Dae PARK	102-1105, Hanvit Samsung APT., Seocho3-Dong, Seocho-Gu, Seoul, Republic of Korea
Hee-Kyung JEON	708-1408, Shindonga River park APT., Noryangjin-Dong, Dongjak-Gu, Seoul, Republic of Korea
Jee-Won LEE	102-1003, Pooreunmacul APT., Ilwonbon-Dong, Gangnam-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 _____ filed _____ 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 30th day of January, 2012

Geo Ae Jung
Signature: Ae-Jung SEO

This 20th day of January, 2012

Kim June-Seok
Signature: June-Seok KIM

This 20th day of January, 2012

Park Kyung Dae
Signature: Kyung-Dae PARK

This 30th day of January, 2012

Jeon hee Kyung
Signature: Hee-Kyung JEON

This 30th day of January, 2012

LEE JEE WON
Signature: Jee-Won LEE