

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>Min-Seung SONG</td> <td>03/27/2012</td> </tr> <tr> <td>Hyun-Mi PARK</td> <td>03/27/2012</td> </tr> <tr> <td>Bong-Hee KIM</td> <td>03/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Min-Seung SONG	03/27/2012	Hyun-Mi PARK	03/27/2012	Bong-Hee KIM	03/27/2012
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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, Suwon-si, Gyeonggi-do 443-742</td> </tr> <tr> <td>City:</td> <td>Suwon-si</td> </tr> <tr> <td>State/Country:</td> <td>KOREA, REPUBLIC OF</td> </tr> </table>		Name:	SAMSUNG ELECTRONICS CO., LTD.	Street Address:	416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742	City:	Suwon-si	State/Country:	KOREA, REPUBLIC OF
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PROPERTY NUMBERS Total: 1									
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CORRESPONDENCE DATA									
<p>Fax Number: (202)315-3758 Phone: 202-429-0020 Email: info@nsiplaw.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: NSIP LAW Address Line 1: P.O. Box 34688 Address Line 4: Washington, DISTRICT OF COLUMBIA 20043</p>									
ATTORNEY DOCKET NUMBER:	9100.D312								
NAME OF SUBMITTER:	Charles Y. Park								
Total Attachments: 2 source=9100D312_AssignmentExecuted#page1.tif source=9100D312_AssignmentExecuted#page2.tif									

OP \$40.00 29417375

ASSIGNMENT

For valuable consideration, WE,

Min-Seung SONG	152-302, Jamsil Elth APT., Jamsil2-Dong, Songpa-Gu, Seoul, Republic of Korea
Hyun-Mi PARK	15-907, Wooseong APT., Seocho2-Dong, Seocho-Gu, Seoul, Republic of Korea
Bong-Hee KIM	#301, Seocho green villa, 1610-19, Seocho-1Dong, Seocho-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 29/417,375 filed 04/03/2012 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 27th day of March, 2012

SONG
Signature: Min-Seung SONG

This 27th day of March, 2012

Park, Hyun-Mi
Signature: Hyun-Mi PARK

This 27th day of March, 2012

Kim Bong-Hee
Signature: Bong-Hee KIM