

## 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>Yong-Chae JUNG</td> <td>04/12/2012</td> </tr> </tbody> </table>		Name	Execution Date	Yong-Chae JUNG	04/12/2012				
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RECEIVING PARTY DATA									
<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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Application Number:	29419387								
CORRESPONDENCE DATA									
Fax Number:	(202)315-3758								
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NAME OF SUBMITTER:	Charles Y. Park								
Total Attachments: 1 source=NewDesApp_9100D341_AssignmentsFiled#page1.tif									

OP \$40.00 29419387

ASSIGNMENT

For valuable consideration, I,

Yong-Chae JUNG      A-101, Nakwon Villa, 469-11, Sooyoo-Dong,  
Gangbook-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 29/419,387 filed 4/27/2012 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, I, undersigned inventor(s) (Assignor(s))  
intending to be legally bound, have hereto affixed my (our) signature(s).

This 12<sup>th</sup> day of APRIL, 2012

Jung. Yong - chae

Signature: Yong-Chae JUNG