

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>Bong-Won LEE</td> <td>05/07/2012</td> </tr> <tr> <td>So-Ra KIM</td> <td>05/07/2012</td> </tr> <tr> <td>Ji-Hyun AHN</td> <td>05/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Bong-Won LEE	05/07/2012	So-Ra KIM	05/07/2012	Ji-Hyun AHN	05/07/2012
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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</p> <p>Phone: 202-429-0020</p> <p>Email: info@nsiplaw.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: NSIP LAW</p> <p>Address Line 1: P.O. Box 34688</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20043</p>									
ATTORNEY DOCKET NUMBER:	9100.D355								
NAME OF SUBMITTER:	Charles Y. Park								
<p>Total Attachments: 2</p> <p>source=NewDesApp_9100D355_AssignmentasFiled#page1.tif</p> <p>source=NewDesApp_9100D355_AssignmentasFiled#page2.tif</p>									

OP \$40.00 29422552

ASSIGNMENT

For valuable consideration, WE,

Bong-Won LEE	Na-105, AnamHeights Villa, 95-6, Samseong-1Dong, Gangnam-Gu, Seoul, Republic of Korea
So-Ra KIM	904-704, Joongsanmaeul9Danzi APT., Joongsan-Dong, Ilsandong-Gu, Goyang-Si, Gyeonggi-Do, Republic of Korea
Ji-Hyun AHN	#202, The michelan, 1494-4, Seocho3-Dong, 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 29/422,552 filed 05/22/2012 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 11th day of May, 2012

Lee Bong Won
Signature: Bong-Won LEE

This 7th day of May, 2012

So-ra K.
Signature: So-Ra KIM

This 7 day of May, 2012

Ahn
Signature: Ji-Hyun AHN