

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jae-Myoung LEE	06/08/2012
RECEIVING PARTY DATA	
Name:	SAMSUNG ELECTRONICS CO., LTD.
Street Address:	129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, 443-742
City:	Suwon-si
State/Country:	KOREA, REPUBLIC OF
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29424654
CORRESPONDENCE DATA	
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Correspondent Name:	NSIP LAW
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20043
ATTORNEY DOCKET NUMBER:	D91098.0387
NAME OF SUBMITTER:	Charles Y. Park
Total Attachments: 1 source=NewDesApp_D910980387_AssignmentasFiled#page1.tif	

OP \$40.00 29424654

ASSIGNMENT

For valuable consideration, I,

Jae-Myoung LEE

#721, Seocho EO Vill, 1593-7, Seocho-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: 129, Samsung-ro, 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 29/424,654 filed 06/14/2012 at the U.S. Patent & Trademark Office signed by me, with title Generated Image for a Display Screen or Portion thereof, and I 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 I authorize the Assignee to apply in all countries in our/my name 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 I agree for myself and my 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 (Assignor) intending to be legally bound, has hereto affixed my signature.

This 8<sup>th</sup> day of June, 2012

Lee Jae Myoung  
Signature: Jae-Myoung LEE