

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Sang Wook WOO	05/29/2012
RECEIVING PARTY DATA	
Name:	Samsung Electronics Co., Ltd.
Street Address:	129, Samsung-ro, Yeongtong-gu
City:	Suwon-si, Gyeonggi-do
State/Country:	KOREA, REPUBLIC OF
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13544280
CORRESPONDENCE DATA	
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<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:	Jefferson IP Law, LLP
Address Line 1:	1130 Connecticut Ave., NW
Address Line 2:	Suite 420
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036
ATTORNEY DOCKET NUMBER:	0203-0697
NAME OF SUBMITTER:	Raymond B. Persino
Total Attachments: 3 source=0203-0697AssignmentAsFiled#page1.tif source=0203-0697AssignmentAsFiled#page2.tif source=0203-0697AssignmentAsFiled#page3.tif	

OP \$40.00 13544280

RECORDATION FORM COVER SHEET PATENTS ONLY

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)
1) Sang Wook WOO

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: 129, Samsung-ro, Yeongtong-gu
City: Suwon-si, Gyeonggi-do
State: _____
Country: Republic of Korea Zip: _____

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

3. Nature of conveyance/Execution Date(s):
Execution Date(s) May 29, 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)
13/544,280

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name: Jefferson IP Law, LLP
Internal Address: Raymond B. Persino
Street Address: 1130 Connecticut Ave., NW, Suite 420
City: Washington
State: DC Zip: 20036
Phone Number: 202-293-0804
Fax Number: 202-403-3587
Email Address: usdocketing@jeffersonip.com

6. Total number of applications and patents involved: One

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

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

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: _____ /Raymond B. PERSINO/ Reg. No. 58,082 _____ July 9, 2012 _____
Signature Date

Raymond B. Persino
Name of Person Signing

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

Assignment

WHEREAS, the following inventor, namely 1) Sang Wook WOO, a citizen of Republic of Korea and residing at 1) No. 322-203, Cheongmyeong Maeul 3 danji Samik Apt., Yeongtong 1-dong, Yeongtong-gu, Suwon-si, Republic of Korea, (hereinafter called "Assignor"), having made or discovered certain new, useful and non-obvious improvements in an invention having a working title of:

METHOD AND APPARATUS FOR DISPLAYING VIEW MODE USING FACE RECOGNITION,

for which a United States Patent Application is being filed concurrently herewith or, if not being concurrently filed, was filed on July 9, 2012, and assigned Serial No. 13/544,280; and,

WHEREAS, Samsung Electronics Co., Ltd., a corporation duly organized under the laws of the Republic of Korea, located and doing business at 416, Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea (hereinafter called "Assignee"), is desirous of acquiring the entire right, title and interest therein;

NOW, THEREFORE, BE IT KNOWN that for and in good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee the entire and exclusive worldwide right, title and interest in and to all said inventions and discoveries disclosed in said application, and in and to said application, any and all substitutions, divisions, provisionals, conversions of provisionals and continuations thereof, and in and to all Letters Patent, United States and foreign, that may be granted for said inventions and discoveries, and in and to all extensions, renewals and reissues thereof; and the right to file any foreign application and/or claim priority under the provisions of any international treaty or convention arising from this application or any divisional, continuing, substitute or reissue application therefrom. The aforesaid assignment includes the right in and to all income, royalties, damages and payments, now or hereafter due or payable with respect to any Letters Patent which may be granted, and in and to all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment, as fully and entirely as the same would have been held and enjoyed by Assignor if this sale, assignment and transfer had not been made.

Assignor covenants and agrees, without further compensation to said Assignor but at Assignee's expense:

- a. to execute:
 - i. all papers to be used in connection with this application and any divisional, continuing, substitute or reissue application thereof, as the Assignee may deem necessary or expedient, and
 - ii. all papers in connection with any interference, litigation, mediation, arbitration or other proceeding relating to this application or any divisional, continuing, substitute or reissue application thereof, as may be necessary or expedient;
- b. to cooperate with the Assignee in every way possible in obtaining evidence and going forward in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof;
- c. to communicate to the Assignee any facts relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof, including evidence for any interference, litigation, mediation, arbitration or other proceeding relating to said invention, whenever requested;

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Client Docket No.: YPF201105-0050/US_DMC

- d. to testify in any interference, litigation, mediation, arbitration or other proceeding relating to said invention, said application and any divisional, continuing, substitute or reissue application thereof whenever requested; and
- e. to perform all other affirmative acts which may be necessary or desirable to secure full and complete protection of the inventions and discoveries or that may be necessary or desirable to vest in Assignee the complete title to the inventions and discoveries and Letters Patent hereby conveyed and to enable Assignee to record title.

Assignor hereby authorizes and requests the United States Patent and Trademark Office or any other issuing authority to issue any and all Letters Patent that may be granted upon this invention and/or this application or any divisional, continuing, substitute or reissue application thereof to the Assignee, its legal representatives, successors and assigns.

Assignor hereby represents, covenants and warrants that he or she has the full right to convey the entire right, title and interest by this instrument, free of any encumbrances and that no other agreement has been or will be executed in conflict herewith.

The provisions of this Assignment are binding upon Assignor's heirs, legal representatives and/or administrators and assigns.

Assignor hereby grants to the law firm of Jefferson IP Law, LLP of Washington, DC and its attorneys and agents as associated with Customer No. 68103 the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or a Patent Office of any foreign country.

Signature of Inventor:

Sang Wook WOO
Sang Wook WOO

May 29, 2012
Date