

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>Seo Jangwon</td> <td>08/03/2012</td> </tr> <tr> <td>Yoojin Choi</td> <td>08/03/2012</td> </tr> <tr> <td>Bae Hee-Jeong</td> <td>08/03/2012</td> </tr> <tr> <td>Choi Myungkwan</td> <td>08/03/2012</td> </tr> <tr> <td>Kwon YongHwan</td> <td>08/03/2012</td> </tr> <tr> <td>Hwang Woo-Seok</td> <td>08/03/2012</td> </tr> </tbody> </table>		Name	Execution Date	Seo Jangwon	08/03/2012	Yoojin Choi	08/03/2012	Bae Hee-Jeong	08/03/2012	Choi Myungkwan	08/03/2012	Kwon YongHwan	08/03/2012	Hwang Woo-Seok	08/03/2012
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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>129, SAMSUNG-RO, YEONGTONG-GU</td> </tr> <tr> <td>City:</td> <td>SUWON-SI, GYEONGGI-DO,</td> </tr> <tr> <td>State/Country:</td> <td>KOREA, REPUBLIC OF</td> </tr> <tr> <td>Postal Code:</td> <td>443-742</td> </tr> </table>		Name:	SAMSUNG ELECTRONICS CO., LTD.	Street Address:	129, SAMSUNG-RO, YEONGTONG-GU	City:	SUWON-SI, GYEONGGI-DO,	State/Country:	KOREA, REPUBLIC OF	Postal Code:	443-742				
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PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29429156</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29429156										
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Application Number:	29429156														
CORRESPONDENCE DATA															
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CH \$40.00 29429156

NAME OF SUBMITTER:

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Total Attachments: 4

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For: ☐ U.S. and/or ☐ Foreign Rights
For: ☐ U.S. Application or
 ☐ U.S. Provisional Application
For: ☐ U.S. Patent
For: ☐ PCT Application
By: ☐ Inventor(s) or ☐ Present Owner

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Inventor(s) or person(s) or entity(ies)
who own the invention

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(type or print name(s) of ASSIGNOR(S))

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Korean

Nationality

*(if assignment is by person or entity to whom invention was previously assigned
and this was recorded in PTO, add the following)*

Recorded on _____ Reel _____
Frame _____

hereby sells, assigns and transfers to

ASSIGNEE:

SAMSUNG ELECTRONICS CO., LTD.

(type or print name(s) of ASSIGNEE(S))

129, Samsung-ro, Yeongtong-Gu

Address

Suwon-Si, Gyeonggi-Do, 443-742, Korea

Korean

Nationality

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and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

☒ the entire right, title and interest
☐ an undivided _____ percent (_____ %) right, title and
interest
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

☐ and in all foreign countries, including all rights to claim priority,
in and to any and all improvements which are disclosed in the invention entitled:

_____ TV Receiver displaying GI and GUI _____

Name of inventor(s) Seo Jangwon, Yoojin Choi, Bae Hee-Jeong, CHOI MYUNGKWAN,
Kwon YongHwan and Hwang Woo-Seok

(check and complete (a), (b), (c), (d), (e), (f) or (g))

and which is found in (37 C.F.R. 3.21)

- (a) ☐ Not yet filed U.S. patent application executed on even date herewith
- (b) ☐ Not yet filed U.S. patent application executed on
- (c) ☐ Not yet filed U.S. provisional application naming the above inventor(s) for
the above-entitled invention
 - ☐ To comply with 37 CFR 3.21 for recordal of this assignment, I, an
ASSIGNOR signing below, hereby authorize and request my
attorney to insert below the filing date and application number when
they become known.
- (d) ☐ U.S. patent or provisional patent application no. _____
filed on _____
- (e) ☐ International application no. PCT / _____ / _____ filed on
- (f) ☐ U.S. patent no. _____ issued
 - ☐ A change of address to which correspondence is to be sent regarding
patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

- (g) ☐ and any legal equivalent thereof in a foreign country, including the right to
claim priority

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and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this

WARNING: *The date of signing must be the same as the date of execution of the application, if item (a) was checked above.*

Date: August 3, 2012

Seo Jangwon
Signature of ASSIGNOR(S) Seo Jangwon

Date: August 3, 2012

Choi Y.J.
Signature of ASSIGNOR(S) Yoojin Choi

Date: August 3, 2012

Bae Heejeong
Signature of ASSIGNOR(S) Bae Hee-Jeong

Date: August 3, 2012

myungkwon
Signature of ASSIGNOR(S) CHOI MYUNGKWAN

Date: August 3, 2012

Kwon YongHwan
Signature of ASSIGNOR(S) Kwon YongHwan

Date: August 3, 2012

Hwang WooSeok
Signature of ASSIGNOR(S) Hwang Woo-Seok

(if ASSIGNOR is a legal entity, complete the following information)

*(type or print the name of the above person
authorized to sign on behalf of ASSIGNOR)*

Title

NOTE: *No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized, then it will only be prima facie evidence of execution. 35 USC 261. Use next page if notarization is desired.*

[] Notarization or Legalization Page Added.

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