

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>Chihoon LEE</td> <td>06/04/2013</td> </tr> <tr> <td>Sanghyuk KO</td> <td>06/04/2013</td> </tr> <tr> <td>Taeyeon KIM</td> <td>06/04/2013</td> </tr> <tr> <td>Jihye MYUNG</td> <td>06/04/2013</td> </tr> <tr> <td>Hyunmi PARK</td> <td>06/04/2013</td> </tr> <tr> <td>Hyemi LEE</td> <td>06/04/2013</td> </tr> </tbody> </table>		Name	Execution Date	Chihoon LEE	06/04/2013	Sanghyuk KO	06/04/2013	Taeyeon KIM	06/04/2013	Jihye MYUNG	06/04/2013	Hyunmi PARK	06/04/2013	Hyemi LEE	06/04/2013
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Hyemi LEE	06/04/2013														
RECEIVING PARTY DATA															
Name:	Samsung Electronics Co., Ltd.														
Street Address:	129 Samsung-ro, Yeongtong-gu, Suwon-si														
City:	Gyeonggi-do														
State/Country:	KOREA, REPUBLIC OF														
Postal Code:	443-742														
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>14010977</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	14010977										
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Application Number:	14010977														
CORRESPONDENCE DATA															
Fax Number:	2012269246														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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ATTORNEY DOCKET NUMBER:	5004-1-515														

CH \$40.00 14010977

NAME OF SUBMITTER:	Steve Cha
Signature:	/Steve Cha/
Date:	08/27/2013
Total Attachments: 3 source=5004-1-515_Assignment#page1.tif source=5004-1-515_Assignment#page2.tif source=5004-1-515_Assignment#page3.tif	

Assignment of Invention and Patent Application

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration,

- 1) Chihoon LEE of No. 101-1401, Woori U&ME Apt., 466, Chungjeongno 3-ga, Seodaemun-ga, Seoul, Republic of Korea
- 2) Sanghyuk KO of 111-15, Yeon-dong, Jeju-si, Jeju-do, Republic of Korea
- 3) Taeyeon KIM of No. 1108, Seocho KT Paragon Apt., Seocho 2-dong, Seocho-gu, Seoul, Republic of Korea
- 4) Jihye MYUNG of No. 110-101, Pureunsol Sinil Apt., Eonnam-dong, Giheung-gu, Yongin-si, Gyeonggi-do, Republic of Korea
- 5) Hyunmi PARK of No. 206-2201, Bongcheon-dong, Gwanak-gu, Seoul, Republic of Korea
- 6) Hyemi LEE of No. 502-204, Jugong Mirae Town 5 Danji, Samsan-dong, Bupyeong-gu, Incheon, Republic of Korea

(hereinafter **Assignor**) hereby sells, assigns, transfers, and sets over unto:

SAMSUNG ELECTRONICS CO., LTD. of
129 SAMSUNG-RO, YEONGTONG-GU, SUWON-SI, GYEONGGI-DO, 443-742
REPUBLIC OF KOREA

(hereinafter **Assignee**) the entire right, title and interest for the United States Of America as defined in 35 U.S.C. Section 261, in and to the invention entitled as:

METHOD FOR PROVIDING A TITLE OF CONTENTS BASED ON CONTEXT AWARENESS AND DEVICE THEREOF

invented by **Assignor**; the application for United States patent therefor, invented by **Assignor**;

any patent or reissues of any patent that may be granted thereon; and any applications which are continuations, continuation-in-part, substitutes, or divisions of said application. Assignor authorizes Assignee to enter the date of signature and/or Serial Number and Filing Date in the above. Assignor also authorizes and requests the Commissioner of Patents and Trademarks to issue any resulting patent(s) to the said Assignee, for its interests as Assignee, its successors, assigns and legal representatives. The undersigned agrees that the attorney of record in said application shall hereafter act on behalf of said Assignee; and Assignor further conveys to Assignee all priority rights resulting from the above-identified application for United States Patent. Assignor agrees to execute all papers, give any required testimony and perform other lawful acts, as deemed essential by Assignee to perfect Assignee's interest in any resulting patent of the United States, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and Assignee's interest therein.

SIGNED ON THE DATES(S) INDICATED BESIDE MY/OUR SIGNATURE(S):

Name of First Inventor: Chihoon LEE



Signature of inventor

Dated: 04 JUNE 2013

WITNESSED: 

Name of Second Inventor: Sanghyuk KO



Signature of inventor

Dated: 04 June 2013


WITNESSED: 

Name of Third Inventor: Taeyeon KIM



Signature of inventor

Dated: 04 June 2013

WITNESSED: 

Name of Fourth Inventor: Jihye MYUNG



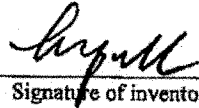
Signature of inventor

Dated: 04 June 2013

WITNESSED:



Name of Fifth Inventor: Hyunmi PARK



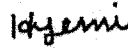
Signature of inventor

Dated: 04 June 2013

WITNESSED:



Name of Sixth Inventor: Hyemi LEE



Signature of inventor

Dated: 04 June 2013

WITNESSED:

