

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SAMSUNG ELECTRONICS CO., LTD.	12/20/2013
RECEIVING PARTY DATA	
Name:	INDUSTRY-UNIVERSITY COOPERATION FOUNDATION HANYANG UNIVERSITY
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City:	SEOUL
State/Country:	KOREA, REPUBLIC OF
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11581083
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NAME OF SUBMITTER:	MICHELLE GOMEZ
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Date:	12/20/2013
Total Attachments: 2 source=52550_Assignment_as_filed_12_20_2013#page1.tif source=52550_Assignment_as_filed_12_20_2013#page2.tif	

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ASSIGNMENT

WHEREAS, Samsung Electronics Co., Ltd. (hereinafter "ASSIGNOR"), a corporation organized under the laws of the Republic of Korea, located and doing business at 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, 443-742, Republic of Korea, is the sole owner of all right, title and interest in and to an invention entitled "APPARATUS AND METHOD FOR MANAGING A PREFERENCE CHANNEL IN A MOBILE BROADCAST SYSTEM" in and for the United States of America, and is also the sole owner of all right, title and interest in and to United States Patent Application No. 11/581,083, filed on October 16, 2006, which discloses and claims said invention, said ownership being evidenced by an assignment from inventors Young-Joo Song, Ki-Ho Jung, Young-Kwon Lim, Je-Chang Jeong and Kook-Heui Lee, said assignment having been recorded at the United States Patent and Trademark Office on January 3, 2007 at Reel 018918, Frame 0317; and

WHEREAS, ASSIGNOR and Industry-University Cooperation Foundation Hanyang University, an entity organized under the laws of the Republic of Korea, and having an office and place of business at 17 Haengdang-dong, Seongdong-gu, Seoul, 133-791, Republic of Korea (hereinafter "ASSIGNEE"), are desirous of jointly owning the entire right, title and interest in and to the aforementioned invention and the aforementioned United States patent application;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN that for good and valuable consideration paid to ASSIGNOR by ASSIGNEE, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does hereby sell, assign, set over and transfer unto ASSIGNEE, its successors, legal representatives and assigns, an undivided part interest in and to the aforesaid invention in and for the United States; in and to said United States patent application, including all divisions and continuations thereof; and in to all United States Letters Patent that may be granted for said invention or on said application, including all extensions, renewals, reissues and reexaminations thereof; all of the same to be jointly held and enjoyed by ASSIGNOR and ASSIGNEE as joint assignees and joint owners;

