## 503007990 10/07/2014

## PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
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SUNG-HO KIM	09/26/2014

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### **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	14499787

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NAME OF SUBMITTER:	DAVID J. CUTITTA
SIGNATURE:	/David J. Cutitta/
DATE SIGNED:	10/07/2014

**Total Attachments: 1** 

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PATENT 503007990 REEL: 033899 FRAME: 0740

Docket No.: 1904.1299,SEC's Ref.: CA-201307-095-1-US0

# **U.S. ASSIGNMENT**

S&H 1/14

IN CONSIDERATION of the sum of One Dollar (\$1.00), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter, "ASSIGNOR") by

(Insert Name(s) & Address(es) of ASSIGNEE(S))

SAMSUNG ELECTRONICS CO., LTD. 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-742 Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is transfers to ASSIGNEE the entire and exclusive ri (Title of Invention)	hereby acknowledged, the und ght, title and interest to the inve	lersigned ASSIGNOR hereby sells, assigns and entitled	
Display apparatus and method for re	ecommending contents	of the display apparatus	
relating to International Patent Application PCT/_ was executed on even date herewith or, if not so e	and/or for whice executed, was:	ch application for Letters Patent of the United States	
(a) executed on ;	(insert date of exec	ution of application, if not concurrent)	
(b) filed on , Serial No. ;	1201 New York Ave	Any registered attorney or patent agent of STAAS & HALSEY LLP, 1201 New York Avenue, N.W., Suite 700 Washington, D.C. 20005 (202/434-1500) is hereby authorized to insert in (b) the specified data, when known.	
and to said application and all Letters Patent(s) of t substitute, reissue or reexamination application ba granted and including any extensions thereof (coll	ised thereon, for the full term or	d application and any continuation, division, renewal, terms for which the said Letters Patent(s) may be cation(s) and Letters Patent(s)").	
to do all acts which the ASSIGNEE may deem neo said invention, including in the preparation and pro	essary, desirable or expedient, obsecution of said application(s) proceeding, and in any litigation and the limited to execution a	out charge to but at the expense of said ASSIGNEE, for securing, maintaining and enforcing protection for and the issuance of said Letters Patent(s), in any or other legal proceeding which may arise or be all papers, including separate assignments and do producing evidence.	
IN WITNESS WHEREOF, the undersigned invo (Typed Name & Signature of Inventor(s))	entor(s) has (have) affixed his/h (Date)	ner/their signature(s). (Typed Name & Signature of Witness(es))	
Songhee Lee	September 26, 2014	How .	
Sang-hee LEE  2) Sung ho Kim  Sung-ho KIM	September 26, 2014	m	
3)	<del> </del>		
4)	-		
5)			
3)			
7)			

PATENT REEL: 033899 FRAME: 0741

**RECORDED: 10/07/2014**