

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3291034

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SANG-HEON JEONG	03/13/2015
JUN-SEON YUN	03/09/2015
MI-JUNG KIM	03/13/2015
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:	14432657
CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	202-293-0804
Email:	usdocketing@jeffersonip.com
Correspondent Name:	JEFFERSON IP LAW, LLP
Address Line 1:	1130 CONNECTICUT AVE., NW, SUITE 420
Address Line 4:	WASHINGTON, D.C. 20036
ATTORNEY DOCKET NUMBER:	0202-1113
NAME OF SUBMITTER:	DONALD A. DIPAULA
SIGNATURE:	/Donald A. DIPAULA/
DATE SIGNED:	03/31/2015
Total Attachments: 7	
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source=0202-1113AssignmentAsFiled03-31-2015#page2.tif	
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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-Heon JEONG, 2) Jun-Seon YUN, and 3) Mi-Jung KIM

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) March 9, 2015 and March 13, 2015

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)
14/432,657

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: Donald A. DiPaula

 Street Address: 1130 Connecticut Ave., NW, Suite 420

 City: Washington
 State: District of Columbia 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: _____ /Donald A. DIPAULA/ Reg. #58,115 _____ March 31, 2015
 Signature Date

Donald A. DiPaula
 Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 7

DOCKET NO.: 0202-1113
CLIENT REF.: SP13400-PCT/US_DMC
SAMSUNG REF.: GN-201309-023-1-US1

Assignment

WHEREAS, the following inventor, namely 1) Sang-Heon JEONG, 2) Jun-Seon YUN and 3) Mi-Jung KIM all citizens of the 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:

ADVERTISEMENT METHOD OF ELECTRONIC DEVICE AND ELECTRONIC DEVICE THEREOF

for which a United States Patent Application is being filed concurrently herewith or, if not being concurrently filed, was filed on March 31, 2015, and assigned Serial No. 14/432,657; and,

WHEREAS, Samsung Electronics Co., Ltd., a corporation duly organized under the laws of the Republic of Korea, located and doing business at 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea, 443-742 (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;

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- 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;
- 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:

정 상 현
Sang-Heon JEONG

2015. 3. 13
Date

Signature of Inventor:

Jun-Seon YUN

Date

DOCKET NO.: 0202-1113
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SAMSUNG REF.: GN-201309-023-1-US1

Signature of Inventor:

Mi-Jung KIM

Date

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Assignment

WHEREAS, the following inventor, namely 1) Sang-Heon JEONG, 2) Jun-Seon YUN and 3) Mi-Jung KIM all citizens of the 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:

ADVERTISEMENT METHOD OF ELECTRONIC DEVICE AND ELECTRONIC DEVICE THEREOF

for which a United States Patent Application is being filed concurrently herewith or, if not being concurrently filed, was filed on March 31, 2015, and assigned Serial No. 14/432,657; and,

WHEREAS, Samsung Electronics Co., Ltd., a corporation duly organized under the laws of the Republic of Korea, located and doing business at 129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea, 443-742 (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;

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- 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;
- 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.

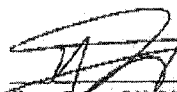
Assignor hereby grants to the law firm of Jefferson IP Law, LLP of Washington, DC and its attorneys and agents as associated with Customer No. 68103 the authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United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

Signature of Inventor:

Sang-Heon JEONG

Date

Signature of Inventor:



Jun-Seon YUN

09 Mar 2015

Date

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Signature of Inventor:



Mi-Jung KIM

2015.3.13
Date