

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3458791

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
JAE-HONG KIM	07/13/2015
DAE-HYUN BAN	07/13/2015
EUN-HO HEO	07/13/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	SAMSUNG ELECTRONICS CO., LTD.
<b>Street Address:</b>	129, SAMSUNG-RO, YEONGTONG-GU
<b>City:</b>	SUWON-SI, GYEONGGI-DO
<b>State/Country:</b>	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14811232
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(703)816-4100
<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>	
<b>Phone:</b>	703-816-4000
<b>Email:</b>	ptomail@nixonvan.com
<b>Correspondent Name:</b>	UPDEEP S. GILL
<b>Address Line 1:</b>	NIXON & VANDERHYE PC / SAMSUNG
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<b>ATTORNEY DOCKET NUMBER:</b>	USG-2834-137
<b>NAME OF SUBMITTER:</b>	UPDEEP S. GILL
<b>SIGNATURE:</b>	/UPDEEP S. GILL/
<b>DATE SIGNED:</b>	07/28/2015
This document serves as an Oath/Declaration (37 CFR 1.63).	
<b>Total Attachments: 2</b>	
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source=2834-137_Executed_Combined_Dec_Assgn#page2.tif	

Doc code: Oath  
 Document Description: Oath or declaration filed

Attorney Docket Number	USG-2834-137
First Named Inventor	KIM

**INVENTOR'S DECLARATION AND ASSIGNMENT FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) USING AN APPLICATION DATA SHEET (37 CFR 1.76)**

Declaration Submitted With Initial Filing

OR

Declaration Submitted After Initial Filing (surcharge (37 C.F.R. § 1.16(f)) required)

**SYSTEM AND METHOD OF PROVIDING RECOMMENDATION CONTENT**

(Title of the Invention)

As a below named inventor, I hereby declare that:

This declaration is directed to:

The attached application,

OR

United States Application Number or PCT International application number \_\_\_\_\_ filed on \_\_\_\_\_.

The above-identified application was made or authorized to be made by me.

I believe I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WHEREAS, the undersigned (hereinafter ASSIGNOR), has made an invention in the Application identified above.

WHEREAS, **Samsung Electronics Co., Ltd.** (hereinafter ASSIGNEE), a corporation having an office and place of business at **129, Samsung-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, Republic of Korea**, is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sells, assigns, and transfers unto the said ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNOR'S entire right, title and interest in the United States of America and all foreign countries, in and to the invention as described in the aforesaid application, and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues, and substitutes of said application, and all resulting patents, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and the ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE'S attorneys Nixon & Vanderhye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention;

ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention:

ASSIGNOR hereby agrees to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE'S full protection and title in and to the invention hereby transferred; and

ASSIGNOR hereby agrees, upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE, for the filing and granting of foreign applications and the perfecting of title thereto in ASSIGNEE.

**AGREED and executed as noted below:**

**LEGAL NAME OF SOLE OR FIRST INVENTOR:**

(E.g., Given Name (first and middle (if any)) and Family Name or Surname)

Jae-hong

KIM

Inventor's Signature:





Date:

2015/07/13

[3] Additional inventors are being named on the 1 supplemental sheet(s) PTO/AIA/10 attached hereto

Note: PTO Rules state "A person may not execute an oath or declaration for an application unless that person has reviewed and understands the contents of the application, including the claims, and is aware of the duty to disclose to the Office all information known to the person to be material to patentability as defined in [37 CFR] §1.56

<b>SUPPLEMENTAL SHEET FOR DECLARATION</b>	<b>ADDITIONAL INVENTOR(S)</b> Supplemental Sheet (for PTO/AIA//08/09) <span style="float: right;">(Page 2 of 2)</span>
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<b>Legal Name of Additional Joint Inventor, if any:</b>	
(E.g., Given Name (first and middle (if any)) and Family Name or Surname)	
Dae-hyun	BAN
Inventor's Signature: 	Date: 2015/7/13
<b>Legal Name of Additional Joint Inventor, if any:</b>	
(E.g., Given Name (first and middle (if any)) and Family Name or Surname)	
Eun-ho	HEO
Inventor's Signature: 	Date: 2015/7/13