

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SUNGYOON SONG	07/13/2015
SEUNGWOO PARK	07/13/2015
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<b>Street Address:</b>	129 SAMSUNG-RO, YEONGTONG-GU, SUWON-SI
<b>City:</b>	GYEONGGI-DO
<b>State/Country:</b>	KOREA, REPUBLIC OF
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	14820904
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<b>ATTORNEY DOCKET NUMBER:</b>	5004-1-674
<b>NAME OF SUBMITTER:</b>	STEVE CHA
<b>SIGNATURE:</b>	/Steve Cha/
<b>DATE SIGNED:</b>	08/07/2015
<b>Total Attachments: 2</b>	
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### Assignment of Invention and Patent Application

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

- 1) Sungyoon SONG of No. 9-911, 117, Eonju-ro, Gangnam-gu, Seoul, Republic of Korea
- 2) Seungwoo PARK of No. 107-1106, 186, Naejeong-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, 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, 16677**  
**REPUBLIC OF KOREA**

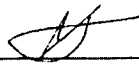
(hereinafter **Assignee**) the entire right, title and interest for the United States Of America as defined in 35 U.S.C. Section 261, in and to the invention entitled as:

#### **METHOD AND APPARATUS FOR PROVIDING PERSONALIZED SERVICE**

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):**

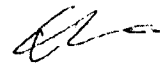
**Name of First Inventor: Sungyoon SONG**

  
\_\_\_\_\_  
Signature of inventor

Dated: July, 13th, 2015

WITNESSED:   
\_\_\_\_\_

**Name of Second Inventor: Seungwoo PARK**

  
\_\_\_\_\_  
Signature of inventor

Dated: July, 13th, 2015

WITNESSED:   
\_\_\_\_\_