

## 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>
JAE YUNG YEO	07/31/2015
BYOUNG TACK ROH	07/31/2015
CHEOL HO CHEONG	07/31/2015
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<b>Name:</b>	SAMSUNG ELECTRONICS CO., LTD.
<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>
<b>Application Number:</b>	14824158
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<b>ATTORNEY DOCKET NUMBER:</b>	4700-1-023
<b>NAME OF SUBMITTER:</b>	STEVE CHA
<b>SIGNATURE:</b>	/Steve Cha/
<b>DATE SIGNED:</b>	08/12/2015
<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) Jae Yung YEO of 106-403, Poongseong Shinmiju Apt., 275, Dongpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, 13489, Republic of Korea
- 2) Byoung Tack ROH of 520-905, Jugong 5 Danji Apt., 165, Ingye-ro, Yeongtong-gu, Suwon-si, Gyeonggi-do, 16535, Republic of Korea
- 3) Cheol Ho CHEONG of 3Floor, 32, Yonsei-ro 7an-gil, Seodaemun-gu, Seoul, 03788, 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:

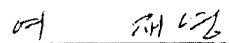
**METHOD AND APPARATUS FOR PROVIDING ROUTE GUIDANCE USING  
REFERENCE POINTS**

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):**

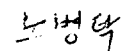
**Name of First Inventor: Jae Yung YEO**

  
Signature of inventor

Dated: 7. 31. 2015

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

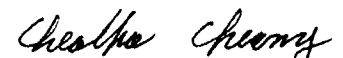
**Name of Second Inventor: Byoung Tack ROH**

  
Signature of inventor

Dated: 7. 31. 2015

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

**Name of Third Inventor: Cheol Ho CHEONG**

  
Signature of inventor

Dated: Jul. 31. 2015

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