

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
HONG-HOE KIM	09/28/2022
TOMASZ J. PALCZEWSKI	09/30/2022
YINGNAN ZHU	09/28/2022
XIANGYUAN ZHAO	09/28/2022
HARI BABU NAYAR	09/30/2022
CHAITANYA PRAVEEN PRATURY	09/30/2022
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
Postal Code:	16677
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	17937318
CORRESPONDENCE DATA	
Fax Number:	(972)628-3616
<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:	972-628-3600
Email:	patents@munckwilson.com
Correspondent Name:	DOCKET CLERK
Address Line 1:	P.O. DRAWER 800889
Address Line 4:	DALLAS, TEXAS 75380
ATTORNEY DOCKET NUMBER:	SAMS12-00803
NAME OF SUBMITTER:	DAVID M. DOYLE
SIGNATURE:	/David M. Doyle, Reg. No. 43,596/
DATE SIGNED:	09/30/2022
This document serves as an Oath/Declaration (37 CFR 1.63).	

Total Attachments: 2

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

Title of Invention	AI-BASED CAMPAIGN AND CREATIVE TARGET SEGMENT RECOMMENDATION ON SHARED AND PERSONAL DEVICES
As the undersigned inventor, I hereby declare that:	
This combined declaration and assignment is directed to:	<input checked="" type="checkbox"/> The attached application, or <input type="checkbox"/> United States application or PCT International application number _____ filed on _____.
The above-identified application was made or authorized to be made by me.	
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.	
I have reviewed and understand the contents of the application including the claims, for which this combined declaration and assignment is being submitted.	
I am aware of the duty to disclose to the Office all information known to me to be material to patentability as defined in 37 CFR 1.56.	
WHEREAS, <u>Samsung Electronics Co., Ltd., a Korean corporation, having a place of business at 129, Samsung-ro, Yeongtong-gu Suwon-si, Gyeonggi-do, 16677, Korea</u> (hereinafter referred to as "ASSIGNEE"), desires to acquire the entire right, title and interest in said invention and to any patent that may be granted thereon in the United States and foreign countries;	
NOW, THEREFORE, for good and valuable consideration, the receipt whereof is hereby acknowledged, We, the below named inventors, hereby sell, assign and transfer to said ASSIGNEE, its successors and assigns, the entire right, title and interest in the above-identified application and the invention disclosed therein in all countries, including all divisional applications, continuation applications, and corresponding priority applications including those to which priority is claimed under the International Convention of Paris including under 35 U.S.C. 119, substitutions, and renewals thereof, and to all patents that may be granted thereon, and all reissues thereof.	
We hereby authorize and request the Patent Office Officials in the United States and all foreign countries to issue patents, when granted, to said ASSIGNEE, its successors and assigns. Further, We agree that said ASSIGNEE, its successors and assigns, may apply for patents for the invention in foreign countries without further authorization from us. Also, We agree to execute all papers and generally to do everything possible to aid said ASSIGNEE, its successors and assigns, in obtaining and enforcing patents for the invention in all countries.	
I hereby acknowledge that any willful false statement made in this combined declaration and assignment is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.	

LEGAL NAME OF FIRST INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Hong-Hoe Kim Date: Sep 28, 2022

Signature: / Hong-hoe Kim

LEGAL NAME OF SECOND INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Tomasz J. Palczewski Date: Sep 30, 2022

Signature: /Tomasz Palczewski /

LEGAL NAME OF THIRD INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Yingnan Zhu Date: Sep 28, 2022

Signature: /Yingnan Zhu /

LEGAL NAME OF FOURTH INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Xiangyuan Zhao Date: Sep 28, 2022

Signature: /Xiangyuan Zhao /

LEGAL NAME OF FIFTH INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Hari Babu Nayar Date: Sep 30, 2022

Signature: /Hari Nayar /

LEGAL NAME OF SIXTH INVENTOR (e.g., full first name, middle initial, last name)

Inventor: Chaitanya Praveen Pratury Date: Sep 30, 2022

Signature: /Praveen Pratury /