

Exhibit 1

SAMSUNG Trademark Administration Agreement

2006. 11. 1.

SAMSUNG ELECTRONICS CO., LTD.
(IP LEGAL GROUP)

Trademark Administration Agreement

The Agreement is made and entered into as of this 1st day of November, 2006 by and among: SAMSUNG ELECTRONICS CO., LTD.(hereinafter called "SEC"), SAMSUNG CORPORATION(hereinafter called "SC") and other related companies (hereinafter called "ORC") which are listed under ORC at the end of this Agreement.

WITNESSETH

WHEREAS, the parties to this Agreement having close relations with each other in many aspects including their businesses have been registering and/or using the SAMSUNG Trademarks, and defined herein below, for their own businesses in both Korea and other countries of the world.

AND WHEREAS, the parties to this Agreement recognize that the SAMSUNG Trademarks are valuable property, symbolic of the SAMSUNG Companies and further recognize the need for central administration of the SAMSUNG Trademarks by one or two of the SAMSUNG Companies for the purpose of strengthening the goodwill and the reputation embodied in the SAMSUNG Trademarks and for the effective administration and management thereof.

AND WHEREAS, ORC desire to delegate the authority and responsibility for administration and management of the SAMSUNG Trademarks, including, but not limited to, obtaining registration thereof, to SEC and SC, and further with to continue using the SAMSUNG Trademarks for their relevant businesses.

AND WHEREAS, SEC and SC agree to administer and manage the SAMSUNG Trademarks under their own names on behalf of ORC and the other companies concerned.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained, the parties hereby agree, by amending the Trademark Administration Agreement made between the same parties on the 27th day of July, 1998 and partially revised on the 21 day of March, 2002, as follows:

Article 1. DEFINITIONS

For the purpose of this Agreement, the following terms shall have the following meaning:

- 1.01 "SAMSUNG Companies" shall mean SEC, SC and ORC and their affiliated companies as provided in Article 2-III, the Monopoly Regulations and Fair Trade Law
- 1.02 "ORC" shall mean the parties to this Agreement other than SEC and SC, listed under ORC of this Agreement.
- 1.03 "SAMSUNG Trademarks" shall mean the SAMSUNG marks in Korean, Chinese or English, and other trademarks incorporating the same among which are registered, unregistered and/or applied for registration with the competent authorities, as listed in Appendix I to this Agreement which may be amended from time to time by agreement of the parties hereto.
- 1.04 "License" shall include the exclusive and non-exclusive ones.
- 1.05 "Subsidiary" shall mean a company as provided in Article 342-2 bis, the Commercial Code and criteria for a subsidiary company shall be discussed and decided SEC and the party concerned.

1.06 "Joint Venture Company" shall mean a company in which the parties to this agreement own shares and which the parties have executed an agreement to operate jointly with a third party, as is more specifically defined in accordance with the criteria which shall be discussed and decided by SEC and the parties concerned.

1.07 "Trademark" shall include service mark.

1.08 "Competent Authority" shall mean a governmental agency which is responsible for the trademark registration.

1.09 "Mutual or common consent" in this Agreement shall mean approval from over three to two of the parties to this Agreement, while a party may mandate the other party by proxy to attend a meeting of the parties hereto and to vote on an agenda for approval on behalf of the mandator party.

Article 2. REGISTRATION OF TRADEMARKS

2.01 The parties agree that, in Korea, the SAMSUNG Trademarks for all classes shall be registered and maintained under the joint names of SEC and SC in accordance with the Trademark Law of Korea.

2.02 In the countries other than Korea, the parties agree that the SAMSUNG Trademarks shall be registered under the name of SEC for the classes relating to the electronics industries and under the name of SC for the classes relating to all other business areas. When, during the course of the registration procedures, a trademark registration and/or application in the name of one of SEC and SC is cited against a trademark application in the name of the other of SEC and SC, the cited registration and/or application may be assigned to the applicant of the latter application, or vice versa, for facilitating the registration.

2.03 This Agreement also applies to the SAMSUNG Trademarks duly registered and administered in the same way as provided in this Agreement at the time of the conclusion of this Agreement.

2.04 Change, addition or withdrawal of the registrant(s) of the SAMSUNG Trademarks shall be decided by mutual consent of all the parties hereto.

Article 3. ADMINISTRATION OF TRADEMARKS

3.01 SEC agrees to administer and manage the SAMSUNG Trademarks, both in Korea and other countries of the world, in close cooperation with SC and as entrusted by SC and ORC.

3.02 As the administrator and manager of the SAMSUNG Trademarks, SEC shall do its utmost to effectively and efficiently administer and manage the SAMSUNG Trademarks in matters of registration and maintenance thereof including but not limited to:

- (a) Application and registration of the SAMSUNG Trademarks and renewal thereof both in Korea and other countries of the world;
- (b) Grant of license of one or more SAMSUNG Trademarks to ORC or a subsidiary and recordal of the license with the competent authorities, if so required;
- (c) Grant of a short-term license of one or more SAMSUNG Trademarks to a third party who has acquired the whole or a part of a business of a party to this Agreement, when inevitably necessary and recordal of the license with the competent authorities if so required;

(d) Filing of opposition against trademark applications, taking actions to invalidate or cancel trademark registrations or instituting other proceedings before the competent authorities in relation to the trademarks in conflict with the SAMSUNG Trademarks;

(e) Acquisition of the SAMSUNG Trademarks or similar marks owned by a third party(ies), including cancellation of registration thereof; and

(f) Litigation(e, g., civil actions), arbitrations and other necessary actions to solve infringements or disputes regarding the SAMSUNG Trademarks.

3.03 Where it is impossible to register the SAMSUNG Trademarks due to a previously registered trademark by a third party, SEC and/or SC shall not be held liable.

3.04 SEC shall not be held liable for the failure in registration of the SAMSUNG Trademarks, renewal thereof, recordal of the license thereof and for damages resulting therefrom due to negligence and/or failure of SC and/or ORC to provide assistance and cooperation necessary under this Agreement.

3.05 The SAMSUNG Trademarks which have been applied for or registered in the name of SEC and/or SC shall not be transferred or assigned to a third party without the common consent thereto by SEC, SC and ORC.

3.06 The basic policy for SEC's administration and management of the SAMSUNG Trademarks and the procedures of mutual consent, approval, etc. under this Agreement shall be separately provided by SEC, SC and the other parties hereto.

Article 4. SHARING OF COSTS

4.01 The parties to this Agreement shall share all costs and expenses for the administration and management of the SAMSUNG Trademarks as provided in Article 3 above in accordance with the cost sharing ratio calculated based on their respective sales amount for the most recent previous fiscal year and the detailed procedures for such cost sharing shall be provided in Article 4.03 below, provided, however, that one or more of the parties may be exempted from sharing the costs and expenses by an agreement among the parties and the cost sharing ratio may be changed depending on changed management conditions by an agreement among the parties.

4.02 If a party to this Agreement independently deals with matters such as trademark registration procedures, acquisition of trademarks, settlement of trademark disputes and recordal of license, all related to the SAMSUNG Trademarks, the party shall immediately notify SEC thereof and transfer the matters concerned to SEC. The party, however, shall bear the costs and expenses incurred in the course of SEC's dealing with the matters.

4.03 SEC shall pay all the costs and expenses incurred under this Agreement. The amount of the invoices shall be calculated in accordance with the cost sharing ratio as provided in Article 4.01. The parties shall pay for the invoices within 30 days from the date of the invoice.

Article 5. USE OF TRADEMARKS

5.01 The parties of this Agreement shall have the right to use the SAMSUNG Trademarks for their own business areas. When a party to this Agreement wants to use the SAMSUNG Trademarks for the business area(s) which may be in conflict with that of the other party to this Agreement the former shall obtain approval for such use from SEC, SC and the other party concerned; however, SEC is entitled to decide whether such business area(s) may be in conflict with the business area(s) of the other party.

5.02 When a Subsidiary of a party to this Agreement wants to use the SAMSUNG Trademarks, it shall obtain SEC's approval for such use and enter into a separate trademark license agreement in Korean and English with the Trademark registrant(s) concerned and further its parent company, if the parent company is different from the Trademark registrant(s). All legal responsibilities such as taxes and dues, trademark image protection, quality control, monitoring appropriate trademark use, disposal of inventories, follow-up management, etc. arising from granting a license of the Trademark to a Subsidiary and/or Joint Venture Company shall be borne by the concerned party.

5.03 When it is inevitable required to grant a short-term license of one or more of the SAMSUNG Trademarks to a third party, because a party to this Agreement has sold or assigned the whole or a part of its business to the third party or for other reasons, the registrant(s) of the SAMSUNG Trademarks and the party concerned and further, the registrant(s) of the SAMSUNG Trademarks and the third party shall enter into a license agreement for the SAMSUNG Trademarks concerned, respectively. When the license agreement has expired or lapsed, SEC, SC and the party concerned shall immediately take action for recovering the right of the party

concerned to use the SAMSUNG Trademarks for the related business(es), if so required; however, the party and the third party concerned shall obey SEC's decision on whether or not to allow the trademark license, and the terms and conditions of the license.

5.04 The scope of the license under Article 5.03 shall be restricted to the goods and/or services related to the business assignment and the party to this Agreement concerned shall be responsible for taxes, quality control of the licensee's products, upkeep of the brand image of the SAMSUNG Trademarks, administration of the licensee's use of the SAMSUNG Trademarks and post management of the license agreement including disposal of the licensee's stock and so on in relation to the license agreement.

5.05 SEC is entitled to exercise control and make arbitration, mediation or the like in relation to the use of the SAMSUNG Trademarks by the parties hereto for the purpose of effective administration and management of the SAMSUNG Trademarks.

5.06 Use of the SAMSUNG Trademarks by the parties to this Agreement shall conform to or with purport of the preamble to this Agreement and the spirit and purpose of establishing the identity of the SAMSUNG Companies.

5.07 The SAMSUNG Trademarks shall be used by the parties hereto only, provided, however that any Samsung Companies other than the parties hereto may be allowed the right to use them by an agreement among the parties hereto.

5.08 Royalty received from the companies other than the parties hereto in consideration for the use of the SAMSUNG Trademarks should be pulled at SEC and SEC should receive the royalty and immediately distribute the royalty among the parties hereto in accordance with the distribution ratio provided in Article 4.01. However, that if a party hereto received royalties from a Subsidiary, Joint Venture Company or a company to which a portion of its assets is sold or transferred in consideration for the use of the SAMSUNG Trademarks, it shall retain and own such royalties and bear all legal responsibility arising from the license of the SAMSUNG Trademarks.

Article 6. DUTY OF TRADEMARK USERS

- 6.01 The Parties using the SAMSUNG Trademarks under Article 5 shall do their utmost to maintain certain level of quality of their products which bear the SAMSUNG Trademarks as well as actively cooperate with SEC and/or SC in relation to the latter's requests to maintain certain level of quality of their products so as to preserve and enhance the goodwill and the reputation of the SAMSUNG Companies embodied in the SAMSUNG Trademarks.
- 6.02 The parties to this Agreement and the licensee(s) under Article 5 who use or want to use the SAMSUNG Trademarks shall promptly complete recordal of the license with the competent authorities, if so required under the relevant laws. In such case, the parties or the licensee(s) shall not use the SAMSUNG Trademarks without meeting the requirements.

Article 7. PROTECTION OF TRADEMARKS

7.01 The parties to this Agreement and the licensees under Article 5 above shall actively support SC and/or SEC in all matters necessary for effective administration, management and/or protection of the SAMSUNG Trademarks.

7.02 No party to this Agreement shall be involved directly or indirectly in any activities which may endanger or negatively influence the value and/or validity of the SAMSUNG Trademarks or have its subsidiary or a third party involved in such activities.

7.03 Any party having knowledge of any activities of a third party which may infringe, endanger the value and/or validity of the SAMSUNG Trademarks or cause deception or confusion to the public shall immediately notify SEC, SC and any other parties to this Agreement which are involved in the same business area as such third party thereof.

Article 8. TERM AND TERMINATION

8.01 This Agreement shall become effective when duly executed by the parties to this Agreement and shall remain in force and effect so long as the trademark rights of the SAMSUNG Trademarks remain effective.

8.02 This Agreement may be terminated by agreement of the parties hereto.

8.03 This Agreement may be amended or changed only by written agreement of the parties hereto.

8.04 If any party ceases to use the SAMSUNG Trademarks or to be one of the SAMSUNG Companies, for any reasons including the relevant provision of the Monopoly Regulations and Fair Trade Law, such party only shall be excluded from this Agreement and cease to be a party to this Agreement. In such case the costs and expenses under Article 4 above shall be shared by the remaining parties to this Agreement except the case of ceasing to use the SAMSUNG Trademarks, however, the party concerned may hold the status of a party to this Agreement for a certain period upon mutual consent of all the remaining parties to this Agreement.

8.05 If any of the parties hereto or a Subsidiary has become insolvent or applied for composition or court receivership, or failed in obtaining approval of the party(ies) concerned for its merger with a company other than the SAMSUNG Companies or has a reason for dissolution as provided in laws under which it was incorporated, or the dissolution of the company has been demanded of the court by a third party, the party concerned shall be excluded from this Agreement and the Party and the Subsidiary shall lose its right to use the SAMSUNG Trademarks(including any company name having the word SAMSUNG); however, if the above case applies to the registrant(s) of the SAMSUNG Trademarks, the registrant(s) shall automatically lose the rights and titles to the SAMSUNG Trademarks and one or two parties to this Agreement nominated by mutual consent of the remaining parties shall automatically succeed to the right and titles to the SAMSUNG Trademarks, while the former registrant(s) shall cooperate with the newly nominated registrant(s) without any condition in fulfilling the procedures of such succession.

8.06 Any party who is excluded from this Agreement under the provision of this Agreement shall cease and desist completely from further use of the SAMSUNG Trademarks, shall immediately take all procedures necessary to effectively terminate such party's role in this Agreement, such as, but not limited to, voluntarily removing the recordal of the license with the competent authorities, and shall never claim any preemptive rights to or relationship with the SAMSUNG Trademarks.

Article 9. GOVERNING LAW AND DISPUTE RESOLUTION

9.01 The validity, construction and performance of this Agreement shall be governed by and interpreted in accordance with the laws of the Republic of Korea.

9.02 All disputes, controversies, or differences, which may arise between the parties, out of or in relation to or in connection with this Agreement or for the breach thereof, shall be finally settled by arbitration in Seoul, Korea in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board and under the laws of the Republic of Korea. The award rendered by the arbitrators shall be final and binding upon the parties concerned.

Article 10. AUTHORITATIVE TEXT

This Agreement is executed in two original texts, one in the Korean language and the other in the English language. In the event of any difference, discrepancy or conflict between the Korean and English versions of this Agreement, the Korean version shall prevail in all respects.

Article 11. MISCELLANEOUS

11.01 This Agreement contains the entire and only agreement between the parties and shall supersede all prior understandings, agreements, contracts and arrangements among the parties hereto.

11.02 This Agreement shall be binding upon the parties, their respective heirs successors and assigns.

11.03 The parties to this Agreement will consult one another regarding any relevant matters which are not stated specifically in this Agreement.

11.04 In the event any term or provision of this Agreement shall for any reason be invalid, illegal, or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other terms or provisions hereof. In such event, this Agreement shall be interpreted and construed as if such term or provision, to the extent the same shall have been held invalid, illegal or unenforceable, had never been contained herein.

IN WITNESS WHEREOF, the parties have caused two copies of this Agreement to be signed by their duly authorized representatives, intending to be legally bound hereby, on the day and year first above written. SEC will retain original copy and each of SC and ORC will retain one duplicate copy.

SAMSUNG ELECTRONIC CO.,LTD.


JONG YONG YUN/Vice Chairman & CEO 

Name : Jong-Yong Yun
Title : Vice Chairman & CEO


SAMSUNG CORPORATION.


SANG DAE LEE 

Name : Sang-Dae Lee
Title : President & CEO


ORC [OTHER RELATED COMPANIES]

SAMSUNG SDI CO., LTD.

Soon Taek Kim
SAMSUNG SDI CO., LTD. 


Name : Soon-Taek Kim
Title : President & CEO

SAMSUNG ELECTRO-MECHANICS.,LTD.

Ho Moon Kang
SAMSUNG ELECTRO MECHANICS CO.,LTD. 


Name : Ho-Moon Kang
Title : President & CEO

SAMSUNG CORNING CO., LTD.

Yong Ro Song
SAMSUNG CORNING CO., LTD. 


Name : Yong Ro Song
Title : President & CEO

SAMSUNG SDS CO., LTD.

In Kim


Name : In Kim
Title : President & CEO

SAMSUNG HEAVY
INDUSTRIES CO., LTD.

J. w. Kim


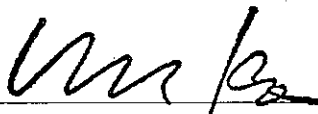
Name : Jing-Wan Kim
Title : President & CEO

SAMSUNG TECHWIN CO., LTD.

Joong-Koo Lee
SAMSUNG TECHWIN CO., LTD. 

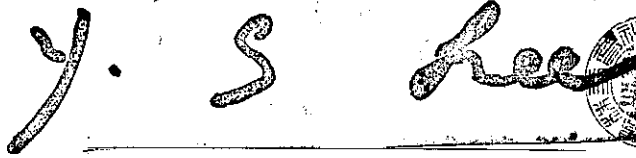
Name : Joong-Koo Lee
Title : President & CEO

SAMSUNG TOTAL
PETROCHEMICALS CO., LTD.



Name : Hong-Sik Ko
Title : President & CEO

SAMSUNG FINE CHEMICALS
CO., LTD.



Name : Yong-Soon Lee
Title : President & CEO

SAMSUNG PETROCHEMICAL
CO., LTD.

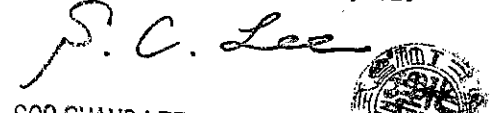
三星石油化學株式會社

共同代表理事 許 泰 鶴

共同代表理事 K.A.THEOPHILUS

Name : Tae-Hak Her
Title : President & CEO

SAMSUNG LIFE INSURANCE
CO., LTD.
SAMSUNG LIFE INSURANCE CO., LTD.



SOO CHANG LEE, President & CEO
Name : Soo-Chang Lee
Title : President & CEO

SAMSUNG FIRE & MARINE
INSURANCE CO., LTD.



Name : Tae-Seon Hwang
Title : President & CEO

SAMSUNG CARD CO., LTD.

삼성카드주식회사

대표이사 유 석 립

Name : Suk-Ryul Yoo
Title : President & CEO

SAMSUNG SECURITIES CO., LTD.

SAMSUNG ENGINEERING
CO., LTD.

H. W. Bae
SAMSUNG SECURITIES CO., LTD.

Yeon Joo Jung

Name : Ho-Won Bae
Title : President & CEO

Name : Yeon-Joo Jung
Title : President & CEO

CHEIL INDUSTRIES INC.

SAMSUNG EVERLAND CO., LTD.

Jin Hoon, JE
CHEIL INDUSTRIES INC.

Ro Bin Park

Name : Jin-Hoon Je
Title : President & CEO

Name : Ro-Bin Park
Title : President & CEO

SAMSUNG NETWORKS INC.

SAMSUNG LIONS PROFESSIONAL
BASEBALL TEAM.

Y. G. Park

Eung-Yong Kim

Name : Yang-Gyu Park
Title : President & CEO

Name : Eung-Yong Kim
Title : President & CEO