1) LEA stands for Load Effective Address. Offset denotes the number of address location.

2) Data segment is the starting of the Data segment. ~~Cod~~ . Data is the starting of the code segment.

3) ASSUME DS: DATA CS: CODE
In Assembly Language there are diffrent register for diffrent purpose. So Here ASSUME DS is assume data to Data segment and ~~DAH~~ DATA CS: CODE assum CS is assume ~~data~~ Code to code segment register.

4) Memory accessing register:

CS, DS, SS, ES.