

04-24-2000

CKET: 302-008882-US(PAR)

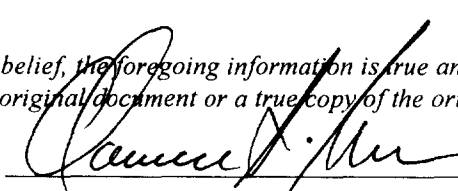
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Please record the attached

1. Name of conveying party(ies):  <b>Soon-kyu PYO</b>  Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies):  Name: <b>Iwingz Co., Ltd.</b>  Address: <b>Dongbo-Bldg. 2<sup>nd</sup> Floor</b> <b>718-33, Yeoksam-Dong</b> <b>Kangnam-ku</b>  City: <b>Seoul</b>  State: _____ ZIP Code: <b>135-080</b>  Country: <b>Republic of Korea</b>  Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3. Nature of Conveyance:  <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:  Execution Date: <b>22 February 2000</b>	
4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s): <b>09/390,500</b>  B. Patent No.(s):  Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address of party to whom correspondence concerning document should be mailed:  Name: <b>Clarence A. Green</b> Address: <b>Perman &amp; Green, LLP</b> <b>425 Post Road</b>  City: <b>Fairfield</b>  State: <b>CT</b> ZIP Code: <b>06430-6232</b>	6. Total number of applications and/or patents involved: ..... <b>1</b> 7. Total fee (37 CFR 3.41): ..... <b>\$40.00</b>  <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Charge deposit account <input checked="" type="checkbox"/> Please charge any fee deficiency to deposit account  8. Deposit account number: <b>16-1350</b>
DO NOT USE THIS SPACE	
9. Statement And Signature:  <p style="text-align: center;"><i>To the best of my knowledge and belief, the foregoing information is true and correct and, the attached document is either an original document or a true copy of the original document.</i></p> <div style="display: flex; justify-content: space-between;"> <div> <u>Clarence A. Green</u>  Name of Person Signing </div> <div style="text-align: center;">   Signature </div> <div style="text-align: right;"> <b>13 Feb 00</b>  Date </div> </div> <p style="text-align: right;">Total number of pages including cover sheet(s): <b>4</b></p> <p style="text-align: right;">Page 1 of 1.</p>	

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Practitioner's Docket No. 302-008882-US(PAR)

PATENT

For: ☒ U.S. and/or ☒ Foreign Rights  
For: ☒ U.S. Application or  
☐ U.S. Provisional Application  
For: ☐ U.S. Patent  
For: ☐ PCT Application  
By: ☒ Inventor(s) or ☐ Present Owner

## ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

## ASSIGNOR:

Inventor(s) or person(s) or  
entity(ies) who own the  
invention

Soon-kyu PYO

(Type or print name(s) of ASSIGNOR(S))

683-7, Pongdokchon-ri, Yongin-si,

Address

Kyungki-do, 449-840, Republic of Korea

Korean

Nationality

(If assignment is by person or entity to whom invention was previously assigned  
and this was recorded in PTO, add the following)

Recorded on

Reel

Frame

hereby sells, assigns and transfers to

## ASSIGNEE:

Iwingz Co., Ltd.

(Type or print name(s) of ASSIGNEE(S))

Dongbo-Bldg. 2nd floor, 718-33, Yeoksam-Dong,

Address

Kangnam-Ku, Seoul, 135-080, Republic of Korea

Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(Assignment of Invention [16-3]—page 1 of 3)

(complete one of the following)

- ☒ the entire right, title and interest  
☐ an undivided \_\_\_\_\_ percent (\_\_\_\_\_%) interest  
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

- ☒ and in all foreign countries, including all rights to claim priority,  
in and to any and all improvements which are disclosed in the invention entitled:  
SYSTEM FOR RECOMMENDING ITEMS WITH MULTIPLE ANALYZING COMPONENTS

Name of Inventor(s) Soon-kyu PYO

(check and complete (a), (b), (c), (d), (e), (f), or (g))

and which is found in

- (a) ☐ U.S. patent application executed on even date herewith  
(b) ☐ U.S. patent application executed on \_\_\_\_\_  
(c) ☐ U.S. provisional application naming the above inventor(s) for the above-entitled invention.  
☐ Express mail label no.: \_\_\_\_\_  
Mailed: \_\_\_\_\_  
☐ To comply with 37 CFR 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.  
(d) ☒ U.S. application no. 09 /390,500 \_\_\_\_\_  
filed on 9/3/1999  
(e) ☐ International application no. PCT/ \_\_\_\_\_ / \_\_\_\_\_  
(f) ☐ U.S. patent no. \_\_\_\_\_ issued \_\_\_\_\_  
☐ A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

- (g) ☒ and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

(Assignment of Invention [16-3]—page 2 of 3)

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, We have hereunto set hand and seal this 22 day  
of February, 2000  
Date of signing

WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.

Date: 22, February, 2000

  
Signature of ASSIGNOR(S) Soon-kyu PYO

Date:

Date:

Date:

(If ASSIGNOR is a legal entity, complete the following information)

\_\_\_\_\_  
(Type or print the name of the above person  
authorized to sign on behalf of ASSIGNOR)

\_\_\_\_\_  
Title

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized, then it will only be prima facie evidence of execution. 35 USC 261. Use next page if notarization is desired.

☐ Notarization or Legalization Page Added.

(Assignment of Invention [16-3]—page 3 of 3)