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FORM PTO-1595

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2 SHEET

Patent and Trademark Office  
Docket No. 492158-2

102923274

To the Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
JONG HEE LEE

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State       Other

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

Name: KOREAN AIRLINES CO., LTD.  
Internal Address:  
Street Address: 41-3, Seosomun-dong, Chung-ku  
City: Seoul, Country: Korea

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment       Merger  
 Security Agreement       Change of Name  
 Other:

Execution Date: December 20, 2004

4. Application number(s) or patent number(s): 29/213,704 filed September 21, 2004

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No.(s)      B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Brian M. Berliner  
O'MELVENY & MYERS LLP  
400 South Hope Street  
Los Angeles, CA 90071-2899

6. Total number of applications and patents involved: 1

7. Total fee (37 C.F.R. § 3.41): \$40.00

Enclosed  
 Authorized to be charged to deposit account, referencing Attorney Docket

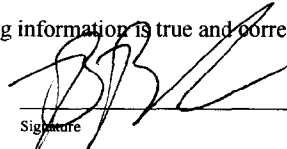
8. Deposit account number: 50-0639

The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 that may be required by this paper, or to credit any overpayment to Deposit Account No. 50-0639

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Name: Brian M. Berliner            January 11, 2005  
Registration No: 34,549      Signature      Date

Total number of pages comprising cover sheet, attachments and document: 2

Mail documents to be recorded with required cover sheet information to:  
**Mail Stop: Assignment Recordation Services**  
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# ASSIGNMENT

Attorney Docket No. 492158-2

(1-8) *Insert Name(s) of Inventor(s)* (1) Jong Hee Lee (5) \_\_\_\_\_  
(2) \_\_\_\_\_ (6) \_\_\_\_\_  
(3) \_\_\_\_\_ (7) \_\_\_\_\_  
(4) \_\_\_\_\_ (8) \_\_\_\_\_

In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to

(9) *Insert Name of Assignee* (9) KOREAN AIRLINES CO., LTD.

(10) *Insert State/Country of Incorporation of Assignee* (10) Seoul, Korea

(11) *Insert Address of Assignee* (11) of 41-3, Seosomun-dong, Chung-Ku, Seoul, Korea  
(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as

(12) *Insert Identification of Invention, such as Title Case Number or Foreign Application Number* (12) Cup Holder

(Case No. \_\_\_\_\_)  
for which the undersigned has (have) executed an application for patent in the United States of America on \_\_\_\_\_ bearing Serial No. 29,213,704  
filed on September 21, 2004

(13) *Insert Date of Signing of Application* (13) on \_\_\_\_\_

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any provisionals, continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) *The undersigned hereby grant(s)*

Brian M. Berliner, Reg. No. 34,549; Todd E. Fitzsimmons, Reg. No. 44,883; David Dalke, Reg. No. 40,990; Jonathan A. Jaech, Reg. No. 41,091; Ryan K. Yagura, Reg. No. 47,191; and David Ono, Reg. No. 42,965, all attorneys with the firm of O'MELVENY & MYERS LLP, 400 So. Hope Street, Los Angeles, CA 90071-2669

*the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.*

Date: December 20, 2004 Signature of Inventor Jong Hee Lee

Date: \_\_\_\_\_ Signature of Inventor \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor \_\_\_\_\_

Date: \_\_\_\_\_ Signature of Inventor \_\_\_\_\_

PATENT

RECORDED: 01/18/2005

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