



08-23-2005



MAIL STOP ASSIGNMENTS

103066086

PATENT APPLICATIONS & PATENTS ONLY

8-17-05

TO THE COMMISSIONER OF THE U.S. PATENT & TRADEMARK OFFICE:

Sir:

Please record the attached original documents or copy thereof as follows:

1. NAME OF CONVEYING PARTIES [ASSIGNOR(S)]:

- a. Min Ju CHOI
- c. Jong Woo CHOI
- e. Sung Cheol HONG
- g. Gi Seon NAM
- b. Kyeong Seok KIM
- d. Jun Hyung KIM
- f. Eon Hwa JEONG
- h.

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? YES NO

2. PARTIES [ASSIGNEE(S)] RECEIVING INTEREST:

NAME: SK TELECOM CO., LTD.

ADDRESS: 99, Seorin-Dong, Jongro-Ku, Seoul, 110-110, Republic of Korea

ADDITIONAL NAME(S) & ADDRESS(ES) ATTACHED? YES NO

3. NATURE OF CONVEYANCE/DOCUMENT:

<input checked="" type="checkbox"/> Assignment	Assignment of:	<input type="checkbox"/> Part interest	Conveyance document attached is a:	
<input type="checkbox"/> Change of Name		<input checked="" type="checkbox"/> Whole interest		<input checked="" type="checkbox"/> Copy
<input type="checkbox"/> Other:				<input type="checkbox"/> Original <input type="checkbox"/> Certified document

Execution Date(s) on the Conveyance/Document: August 10, 2005

Execution Date(s) on the Declaration (if filed herewith): August 10, 2005

4. APPLICATION AND/OR PATENT NUMBER(S):

Additional sheets attached? YES NO

a. Application Number(s)	Matter No.	First Inventor	b. Patent Number(s)	Matter No.	First Inventor
10/508,616	123051-05004577	Min Ju CHOI et al.			

5. NAME & ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:

Customer No. 43569
 Mayer, Brown, Rowe & Maw LLP
 Intellectual Property Group
 1909 K Street, N.W.
 Washington, D.C. 20006-1101

6. NUMBER OF PROPERTIES INVOLVED:

Applns 1 + Patents 0 = Total: 1

7. AMOUNT OF FEE DUE:

Above Total 1 x \$40 = \$ 40 (Fee Code 8021)

8. PLEASE CHARGE TO:

DEPOSIT ACCOUNT NO. 503-121
 Under Order No. 123051-05004577
 Client/Matter No. 10306616

9. 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.

10. TOTAL NUMBER OF PAGES (including cover sheet, attachments and documents): 3

Signature

Name of Attorney: Yoon S. Ham
 Registration No. 45,307

Date: August 17, 2005
 Telephone: (202) 263-3280 / Facsimile: (202) 263-5280

FILE WITH PTO RETURN RECEIPT (PAT-103A)

08/22/2005 ECUPER 00000240 503121 40.00 BA 01 FC:8021

Please return signed/recorded to:

Atty Reference: 123051-05004577

Mayer Brown Rowe & Maw LLP
Intellectual Property Group
1909 K Street, N.W.
Washington, D.C. 20006

Client Reference: P05058DU

ASSIGNMENT OF NONPROVISIONAL APPLICATION

WHEREAS, the undersigned hereby:

INSERT
NAME(S) OF
INVENTOR(S)

(1) Min Ju CHOI	(2) Kyeong Seok KIM
(3) Jong Woo CHOI	(4) Jun Hyung KIM
(5) Sung Cheol HONG	<input checked="" type="checkbox"/> x box if continued on page 2

(collectively hereinafter "ASSIGNOR") has/have made an invention entitled:

TITLE OF
INVENTION

MULTIMEDIA ADVERTISING SERVICE THROUGH A MOBILE COMMUNICATION NETWORK AND
MULTIMEDIA CONTENT CONTROLLING APPARATUS AND METHOD OF A MOBILE TERMINAL
SUPPORTING SAID SERVICE

for which an application for Letters Patents of the United States of America:

(Note: Complete A or B)

- (A) was executed on even date herewith and will be filed in the U.S. Patent & Trademark Office; or
 (B) was filed on September 23, 2004 as Application No. 10/508,616

AND WHEREAS,

INSERT
NAME(S) AND
ADDRESS(ES) OF
ASSIGNEE(S)

Name: SK Telecom Co., Ltd.
Address: 99, Seorin-Dong, Jongro-Ku, Seoul 110-110, Republic of Korea

(hereinafter "ASSIGNEE"), duly organized and existing under the laws of REPUBLIC OF KOREA, desires to acquire an interest therein of the above-identified invention;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR, does hereby sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right, title and interest to the said invention in the United States and all foreign countries, as described in the aforesaid application, and to the said application and to all continuations, divisions, reissues and substitutes of said application, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States of America adheres, and ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives;

AND ASSIGNOR hereby agrees, without further remuneration, to execute any papers requested by ASSIGNEE, its successors, assigns and legal representatives, deemed essential for ASSIGNEE's full protection and title in and to the invention hereby transferred; and

Additionally, the undersigned further authorize(s) Mayer Brown Rowe & Maw LLP, 1909 K Street, N.W., Washington, D.C. 20006, to insert hereon any further identification necessary or desirable for recordation of this document.

	<u>INVENTORS</u>	<u>DATE SIGNED</u>	<u>WITNESSES</u>
1) Name:	X <u>Min Ju Choi</u> Min Ju CHOI	X <u>2005. 8. 10</u>	
2) Name:	X <u>Kyeong Seok Kim</u> Kyeong Seok KIM	X <u>Aug. 10. 2005</u>	
3) Name:	X <u>Jongwoo Choi</u> Jong Woo CHOI	X <u>Aug. 10. 2005</u>	
4) Name:	X <u>Jun hyung Kim</u> Jun Hyung KIM	X <u>Aug. 10. 2005</u>	
5) Name:	X <u>Sung cheol hong</u> Sung Cheol HONG	X <u>Aug. 10. 2005</u>	

UNITED STATES OF AMERICA - ASSIGNMENT
Separate Sheet For Additional Inventors

The following are inventors whose names would not fit on the Assignment form for the application executed/filed

on September 23, 2004 (and assigned serial No. 10/508,616)

Names of Additional Inventors

- (6) Eon Hwa JEONG
- (7) Gi Seon NAM
- (8) _____
- (9) _____
- (10) _____

In witness whereof, executed by the undersigned on the date(s) opposite the undersigned name(s).

	<u>INVENTORS</u>	<u>DATE SIGNED</u>	<u>WITNESSES</u>
6)	X <u>Eonhwa Jeong</u>	X <u>Aug. 10, 2005</u>	
Name:	<u>Eon Hwa JEONG</u>		
7)	X <u>Gi Seon Nam</u>	X <u>Aug. 10, 2005</u>	
Name:	<u>Gi Seon NAM</u>		
8)	_____	_____	_____
Name:			
9)	_____	_____	_____
Name:			
10)	_____	_____	_____
Name:			

This assignment should preferably be signed before a United States Consul if signed abroad, or a Notary Public if domestically signed. If not, then the execution by the inventor(s) should be witnessed by at least two witnesses who sign here:

Witness _____
Witness _____

Customer No. 43569
MAYER BROWN ROWE & MAW LLP
Intellectual Property Group
1909 K Street, N.W.
Washington, D.C. 20006-1101