

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>JEONG OK CHOE</td><td>09/17/2007</td></tr><tr><td>YOUNG WOON YOON</td><td>09/17/2007</td></tr></tbody></table>	Name	Execution Date	JEONG OK CHOE	09/17/2007	YOUNG WOON YOON	09/17/2007	
Name	Execution Date						
JEONG OK CHOE	09/17/2007						
YOUNG WOON YOON	09/17/2007						
RECEIVING PARTY DATA							
Name:	NHN CORPORATION						
Street Address:	BUNDANG VENTURE TOWN, 25-1 JEONGJA-DONG, BUNDANG-GU						
City:	SEONGNAM-SI, KYUNGGI-DO						
State/Country:	KOREA, REPUBLIC OF						
Postal Code:	463-844						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11858039</td></tr></tbody></table>	Property Type	Number	Application Number:	11858039			
Property Type	Number						
Application Number:	11858039						
CORRESPONDENCE DATA							
Fax Number:	(949)760-9502						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	(949)760-0404						
Email:	efiling@kmob.com						
Correspondent Name:	Knobbe Martens Olson & Bear LLP						
Address Line 1:	2040 Main Street						
Address Line 2:	14th Floor						
Address Line 4:	Irvine, CALIFORNIA 92614						
ATTORNEY DOCKET NUMBER:	NHNMUH.024C1						
NAME OF SUBMITTER:	Mincheol Kim						
Total Attachments: 1 source=Assignment-NHNMUH024C1#page1.tif							

CH 11858039 \$40.00

500358690

PATENT
REEL: 019855 FRAME: 0962

ASSIGNMENT

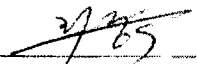
WHEREAS, I, the undersigned, have invented certain new and useful improvements in **METHOD OF PROVIDING PRICE OF COMMODITY SOLD VIA INTERNET** for which I have executed a Declaration for a U.S. Patent Application on the same date;

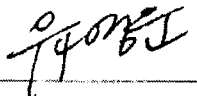
AND WHEREAS, NHN CORPORATION (hereinafter "ASSIGNEE"), a Korean Corporation, with its principal place of business at Bundang Venture Town, 25-1, Jeongja-dong, Bundang-gu, Seongnam-si, Kyunggi-do 463-844, Republic of Korea, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest, to and under the said improvements, and the said Application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States of America which may be granted thereon and all reissues and extensions thereof; and I hereby authorize and request the Commissioner of Patents of the United States of America to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, his successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the said Letters Patent before or after issuance.

AND I HEREBY covenant and agree that I will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

Signature:  Date: September 17, 2007
Name of inventor: CHOE, Jeong Ok
Address: No. 1-807, Dearim Yeoksam Apt., Yeoksam, 2-dong, Gangnam-gu, Seoul 135-082, Republic of Korea

Signature:  Date: September 17, 2007
Name of inventor: YOON, Young Woon
Address: 247-90, Sindang 1-dong, Jung-gu, Seoul 100-823, Republic of Korea

4/10/02/0000
10/2/07