

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SK CORPORATION	10/15/2007
RECEIVING PARTY DATA	
Name:	SK Energy Co., Ltd.
Street Address:	99, Seorin-dong, Jongro-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	110-110
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11573975
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ATTORNEY DOCKET NUMBER:	LPP20070220US
NAME OF SUBMITTER:	Jongwon Kim
Total Attachments: 2 source=LPP20070220US_ASSIGN_Transfer#page1.tif source=LPP20070220US_ASSIGN_Transfer#page2.tif	

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ASSIGNMENT

DOCKET NO. LPP20070220US

AS A BELOW NAMED ASSIGNOR, the hereinafter named Assignor individually hereby declare that: IN CONSIDERATION of the sum of TEN (\$10.00) dollars or the equivalent thereof, and other good and valuable consideration, the receipt of which from the hereinafter named Assignee is hereby acknowledged, I do hereby sell, assign and forever grant and convey from the hereinafter named Assignor unto the hereinafter named Assignee:

ASSIGNOR: **SK CORPORATION**

ADDRESS: **99, Seorin-dong, Jongro-gu, Seoul 110-110, Korea**

AND;

ASSIGNEE: **SK Energy Co., Ltd.**

ADDRESS: **99, Seorin-dong, Jongro-gu, Seoul 110-110, Korea**

Who is my Assignee, and to the successes and assigns of my Assignee, all my right, title and interest, in and for the United States of America and all other countries, including all rights of priority, in and to the invention entitled:

TITLE: SYSTEM AND METHOD FOR PROVIDING ORIGIN AND DESTINATION GUIDE INFORMATION

described in an application for a United States patent the specification of which is either attached hereto or otherwise accompanies this Assignment or is more particularly identified as:

— executed on even date herewith, or
x Serial No. 11/573,975 filed in the U.S. Patent & Trademark Office on February 20 2007
or
— executed on _____,

and in and to all United States patents which may be granted thereon and therefore, and in and to all certificates of corrections, divisions, continuations, continuations-in-part, reissued and re-examined patents, and to any extensions thereof, said interest being the entire ownership of the patent when granted, to be held and enjoyed by my Assignee, its successors, assigns or other legal representatives, to the full end of the term, terms, or any extension or renewal thereof, for which said patent or patents may be granted, as fully and entirely as the same would have been held and enjoyed by me or us if this assignment, sale and conveyance had not been made;

AND I hereby covenant and agree to sign and execute any further documents or instruments which may from time-to-time be either necessary, lawful, proper or requested by the Assignee, in the prosecution of the above-named application or in the preparation and prosecution of any certificate of correction, division, continuation, continuation-in-part, reissue, re-examination, in any amendment, extension, or interference proceeding, whether administrative or judicial, or otherwise, to secure the title hereto in said Assignee;

And I further covenant 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.

AND I do hereby authorize and request the Commissioner of Patents and Trademarks to issue said Patent or Patents to the Assignee, and I hereby appoint as my, or our attorney, and authorize and request the practitioners associated with Customer No. 66390 of LEXYOLUME IP Group, LLC as my attorney(s) or agent(s) to insert on this Assignment any further identification or to complete such identification which may be either necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date indicated hereunder:

Date: OCT. 15, 2007

By: Chulwon Kang ✓

Print Name: CHULWON KANG ✓

Title: GENERAL MANAGER ✓