

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | |
|--|--|---------------|----------------|---------------------|------------|--------------|------------|-------------|------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Seunghwa LEE</td> <td>02/19/2008</td> </tr> <tr> <td>Minchul JUNG</td> <td>02/19/2008</td> </tr> <tr> <td>Eunseok LEE</td> <td>02/19/2008</td> </tr> </tbody> </table> | | Name | Execution Date | Seunghwa LEE | 02/19/2008 | Minchul JUNG | 02/19/2008 | Eunseok LEE | 02/19/2008 |
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| Seunghwa LEE | 02/19/2008 | | | | | | | | |
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| Eunseok LEE | 02/19/2008 | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | |
| Name: | SUNGKYUNKWAN UNIVERSITY FOUNDATION FOR CORPORATE COLLABORATION | | | | | | | | |
| Street Address: | Sungkyunkwan Univ. 300, Cheoncheon-dong | | | | | | | | |
| Internal Address: | Jangan-gu, Suwon-si | | | | | | | | |
| City: | Gyeonggi-do | | | | | | | | |
| State/Country: | KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF | | | | | | | | |
| Postal Code: | 440-746 | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12040746</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 12040746 | | | | |
| Property Type | Number | | | | | | | | |
| Application Number: | 12040746 | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | |
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| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | |
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| Email: | mhall@ngelaw.com | | | | | | | | |
| Correspondent Name: | NEAL, GERBER, & EISENBERG | | | | | | | | |
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| ATTORNEY DOCKET NUMBER: | 20808.10US1 (8010) | | | | | | | | |
| NAME OF SUBMITTER: | Michael A. Carrillo | | | | | | | | |

CH \$40.00 12040746

Total Attachments: 2

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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Seunghwa Lee, of #103-1401, Dongbu Centreville, 1734, Sillim-dong, Gwanak-gu, Seoul 151-010, Republic of Korea, Minchul Jung, of 3rd Floor, 294, Seokchon-dong, Songpa-gu, Seoul 138-190, Republic of Korea and Eunseok Lee, of #603-1904, 6, Jeongja-dong, Bundang-gu, Suwon-si, Gyeonggi-do 440-300, Republic of Korea hereby sell and assign to SUNGKYUNKWAN UNIVERSITY FOUNDATION FOR CORPORATE COLLABORATION ("Assignee"), having its principal place of business at Sungkyunkwan Univ. 300, Cheoncheon-dong, Jangan-gu, Suwon-si, Gyeonggi-do 440-746, Republic of Korea, its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention in an **USER-CUSTOMIZED CONTENT PROVIDING DEVICE, METHOD AND RECORDED MEDIUM** invented by us, and the application for United States patent therefor, the declaration, and all original and reissued patents granted therefor, and all divisions and continuations thereof, including the subject-matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries, and authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents on applications as aforesaid, to issue said Letters Patent or Utility Model Registration to the said Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned. We covenant that we have not executed and will not execute any agreement in conflict herewith and agree that we will communicate to said Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to us respecting said invention, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when said Assignee, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, we will, upon request, sign all lawful papers requisite for the filing of such disclaimer without cost or expense to Assignee. We further covenant and agree that we will, at any time upon request, do everything legally possible to aid said Assignee, its successors, assigns, nominees, or other legal representatives, either in

Client Reference No. OPF1071/US
Attorney Docket No. 20808.10US1

its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of said Assignee, its successors, assigns, nominees, or other legal representatives.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19 day of Feb, 2008.

Seunghwa Lee
Seunghwa Lee

Dated: _____

Witness

Dated: _____

Witness

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19 day of Feb, 2008.

Minchul Jung
Minchul Jung

Dated: _____

Witness

Dated: _____

Witness

IN TESTIMONY WHEREOF, I have hereunto set my hand this 19 day of Feb, 2008.

Eunseok Lee
Eunseok Lee

Dated: _____

Witness

Dated: _____

Witness

NGEDOC5: 1503419.1