

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Jin-Seung CHOI	11/02/2007
Jae-Chul LIM	10/24/2007
Jae-Bum PARK	10/24/2007
Hong-Keun JI	10/24/2007
Jong-Ho KIM	10/24/2007
Do-Wan KIM	10/24/2007
Hyun-Jun OH	10/29/2007
Dong-Won NA	11/02/2007
Won-Hee SULL	11/05/2007

RECEIVING PARTY DATA

Name:	SK TELECOM CO., LTD.
Street Address:	11, Euljiro 2-ga, Jung-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	100-844

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11911879

CORRESPONDENCE DATA

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OP \$40.00 11911879

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ATTORNEY DOCKET NUMBER:

4900-0009

NAME OF SUBMITTER:

Yoon S. Ham

Total Attachments: 2

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ASSIGNMENT

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

- 1) **Jin-Seung CHOI**
 - 2) **Jae-Chul LIM**
 - 3) **Jae-Bum PARK**
 - 4) **Hong-Keun JI**
 - 5) **Jong-Ho KIM**
- x box if continued on page 2

who has made a certain new and useful invention, hereby sells, assigns and transfers unto **SK Telecom Co., Ltd.** having a place of business at 11, Euljiro 2-ga, Jung-gu, Seoul 100-844, Republic of Korea, its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled

LOCATION-BASED SERVICE METHOD AND SYSTEM USING LOCATION DATA INCLUDED IN IMAGE DATA

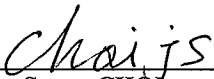
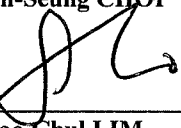
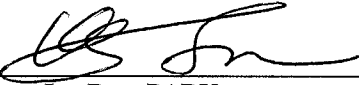

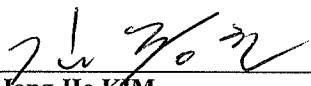
(a) for which an application for United States Letters Patent was filed on October 18, 2007, and identified by United States Patent Application No. 11/911,879; or

(b) for which an application for United States Letters Patent was executed on _____,

and the undersigned hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefore and any and all extensions, divisions, reissues, continuations, or continuations-in-part thereof, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agrees that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE;

AND the undersigned hereby agrees to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements, and applications for patent based thereon, growing out of or related to the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

SIGNED on the date indicated aside my signature:

- 1)  Date NOV / 2 / 2007
Name: **Jin-Seung CHOI**
- 2)  Date OCT / 24 / 2007
Name: **Jae-Chul LIM**
- 3)  Date OCT / 24 / 2007
Name: **Jae-Bum PARK**
- 4)  Date OCT. 24. 2007
Name: **Hong-Keun JI**
- 5)  Date OCT. 24. 2007
Name: **Jong-Ho KIM**

ASSIGNMENT OF NONPROVISIONAL APPLICATION
 Separate Sheet For Additional Inventors


Names of Additional Inventors

INSERT
 NAME(S) OF
 INVENTOR(S)

6) Do-Wan KIM	7) Hyun-Jun OH
8) Dong-Won NA	9) Won-Hee SULL
10)	11)
12)	13)
14)	<input type="checkbox"/> x box if continued on page 3

6) 
 Name: **Do-Wan KIM**

2007.10.24
 Date

7) 
 Name: **Hyun-Jun OH**

29 OCT 2007
 Date

8) DONGWON NA
 Name: **Dong-Won NA**

2 NOV 2007
 Date

9) W.H. SULL
 Name: **Won-Hee SULL**

2007.11.5.
 Date

10) _____
 Name:

 Date

11) _____
 Name:

 Date

12) _____
 Name:

 Date

13) _____
 Name:

 Date

14) _____
 Name:

 Date