

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jinwan Choi	04/10/2008
Kyungsung Shon	04/10/2008
Joseph Kim	04/10/2008
Choulwon Lee	04/11/2008
Jaebong Kim	04/11/2008
RECEIVING PARTY DATA	
Name:	Yahoo! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12106489
CORRESPONDENCE DATA	
Fax Number:	(415)480-1780
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	415 826 2918
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Correspondent Name:	Law Office of Mark J. Spolyar
Address Line 1:	38 Fountain Street
Address Line 4:	San Francisco, CALIFORNIA 94114
ATTORNEY DOCKET NUMBER:	6569/54214US1
NAME OF SUBMITTER:	Mark J. Spolyar

OP \$40.00 12106489

Total Attachments: 6

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ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

Whereas I, an undersigned inventor (hereinafter "INVENTOR"), have invented certain new and useful improvements as set forth in the patent application entitled:

METHOD OF REGISTERING ADVERTISEMENTS ON AN ELECTRONIC MAP

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. _____, filed _____.
- for which I have executed a patent application in the country of Korea, on March 17, 2008, bearing Korean Patent Application No. 10-2008-24319.
- which I have executed a U.S. provisional application on even date herewith.
- which is a U.S. provisional application which bears U.S. application serial No. _____, filed _____.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- (a) Sell, assign and transfer to Yahoo! Inc., a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and; (2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.
- (b) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- (c) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and

Assignment of **METHOD OF REGISTERING ADVERTISEMENTS ON AN ELECTRONIC MAP**

by Jinwan Choi, Kyungsung Shon, Josph Kim, Choulwon Lee and Jaebong Kim to Yahoo! Inc.

6569/54214US1/Y02036US00r

reissue applications, make all rightful oaths and generally perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.

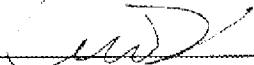
(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the INVENTOR, as well as the INVENTOR's heirs, legal representatives and assigns.

(g) Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I Jinwan Choi have executed this document on the date indicated below.



Signature of Inventor


2008. 4. 10

Date

Gyeonggi-do, Korea

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

2008. 4. 10

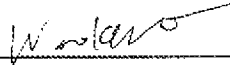
Date

Hwang Ji hee

Print Witness Name

Seoul, Korea

Witness' City, State of residence

(2) 

Signature of Witness

2008. 4. 10

Date

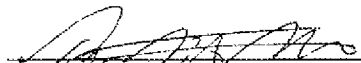
Choi, Wook

Print Witness Name

Seoul, Korea

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Kyungshung Shon have executed this document
on the date indicated below.



Signature of Inventor

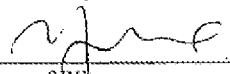
2008-04-10

Date

Gyeonggi-do, Korea

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

2008-4-10

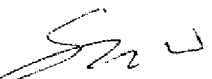
Date

Yoo sun Rho

Print Witness Name

Gangnam gu, Seoul, Korea

Witness' City, State of residence

(2) 

Signature of Witness

2008-4-10

Date

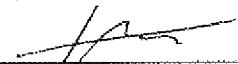
Misuk Lee

Print Witness Name

Gangnam gu, Seoul, Korea

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Joseph Kim have executed this document on
the date indicated below.



Signature of Inventor

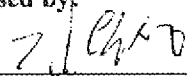
2008. 04. 10

Date

Seoul, Korea

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

2008. 4. 10

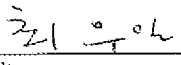
Date

Yong Seong Kim

Print Witness Name

Eun-pyeongju, Seoul, Korea

Witness' City, State of residence

(2) 

Signature of Witness

2008. 4. 10

Date

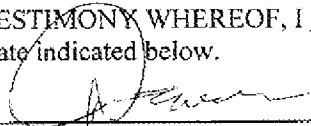
Woo Il Choi

Print Witness Name

Songpa, Seoul, KR

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Choulwon Lee have executed this document on
the date indicated below.



Signature of Inventor

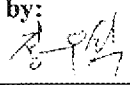
April 11, 2008

Date

Seoul, Korea

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

Woosook Jeong

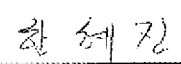
Print Witness Name

April 11, 2008

Date

Seoul, Korea

Witness' City, State of residence

(2) 

Signature of Witness

Hyejen Han

Print Witness Name


April 11, 2008

Date

Seoul, Korea

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Jaebong Kim have executed this document on the date indicated below.



Signature of Inventor

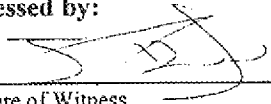
April 11, 2008

Date

Gyeonggi-do, Korea

Inventor's City, State of residence

Witnessed by:

(1) 

Signature of Witness

April 11, 2008

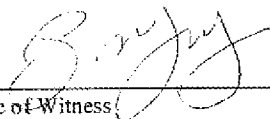
Date

HODJUNG CHUNG

Print Witness Name

SEOUL, KOREA

Witness' City, State of residence

(2) 

Signature of Witness

April 11, 2008

Date

Yongsang Ko

Print Witness Name

SEOUL, KOREA

Witness' City, State of residence