

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Wu Sic Wee</td><td>03/24/2008</td></tr><tr><td>Minuk Kim</td><td>03/24/2008</td></tr><tr><td>Byounghak Kim</td><td>03/24/2008</td></tr></tbody></table>	Name	Execution Date	Wu Sic Wee	03/24/2008	Minuk Kim	03/24/2008	Byounghak Kim	03/24/2008	
Name	Execution Date								
Wu Sic Wee	03/24/2008								
Minuk Kim	03/24/2008								
Byounghak Kim	03/24/2008								
RECEIVING PARTY DATA									
Name:	NHN CORPORATION								
Street Address:	Bundang Venture Town, 25-1, Jeongja-dong								
Internal Address:	Bundang-gu, Seongnam-si								
City:	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>12107749</td></tr></tbody></table>	Property Type	Number	Application Number:	12107749					
Property Type	Number								
Application Number:	12107749								
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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ATTORNEY DOCKET NUMBER:	56587.145								
NAME OF SUBMITTER:	Changhoon Lee								
Total Attachments: 2									

CH 12107749 \$40.00

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PATENT
REEL: 020841 FRAME: 0283

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ASSIGNMENT

WHEREAS, Wu Sic Wee, a resident of Gyeonggi-do, Republic of Korea; Minuk Kim, a resident of Seoul, Republic of Korea; and Byoung Hak Kim, a resident of Seoul, Republic of Korea (hereinafter referred to as "Assignors"), are the inventors of a certain new and useful invention relating to a METHOD AND SYSTEM FOR RECOMMENDING ADVERTISEMENT KEYWORD ACCORDING TO KEYWORD RECOMMENDATION STANDARD for which Assignors are about to make application for Letters Patent in the United States; and

WHEREAS, Assignors are the owners and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and


WHEREAS, NHN CORPORATION, a corporation duly organized under the laws of the Republic of Korea, (hereinafter referred to as "Assignee"), having its principal office and place of business at Bundang Venture Town, 25-1, Jeongja-dong, Bundang-gu, Seongnam-si, Kyunggi-do 463-844, Republic of Korea, is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignors paid by said Assignee, receipt of which is hereby acknowledged, Assignors do hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention and in and to any and all Letters Patent, both United States and foreign, that may be granted therefor, together with any and all continuations, divisions, or reissues, and Assignors do hereby authorize and request the United States Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and all Letters Patent that may be granted, either on said application or

otherwise for said invention to NHN CORPORATION as the Assignee of the entire right,
title and interest in and to the same, for sole use and benefit of NHN CORPORATION, its
successors or assigns.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

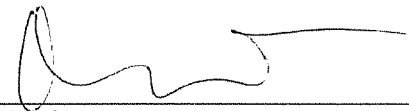
Dated: Mar 24, 2008



Wu Sic Wee

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

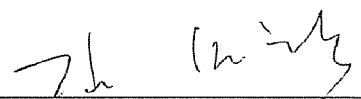
Dated: March 24, 2008



Minuk Kim

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated: Mar 24 2008



Byounghak Kim