

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
NHN Corporation	09/04/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	NHN Business Platform Corporation
<b>Street Address:</b>	9F, First Tower, 266-1
<b>Internal Address:</b>	Seohyun-dong, Bundang-gu, Kyunggi-do
<b>City:</b>	Seongnam-si
<b>State/Country:</b>	REPUBLIC OF KOREA
<b>PROPERTY NUMBERS Total: 25</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	10537935
Application Number:	10541399
Application Number:	10548361
Application Number:	10552956
Application Number:	10576339
Application Number:	10595998
Application Number:	10599606
Application Number:	11869608
Application Number:	11459681
Application Number:	11479362
Application Number:	11541775
Application Number:	11552508
Application Number:	11568011
Application Number:	11568729
Application Number:	11568907

**OP \$1000.00 10537935**

Application Number:	11570236
Application Number:	11570253
Application Number:	11571154
Application Number:	11571155
Application Number:	11572147
Application Number:	11573395
Application Number:	11593325
Application Number:	10599923
Application Number:	11676849
Application Number:	11685284

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	NHN TO NHNBP #1
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NAME OF SUBMITTER:	Hae-Chan Park
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**Total Attachments: 8**  
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## ASSIGNMENT

**NHN Corporation** ("Assignor"), having a place of business at 9<sup>th</sup> Fl. Venture Town Bldg., 25-1, Jongja-dong, Bundang-gu, Seongnam-si, Kyunggi-do, Republic of Korea, is the owner and assignee of record of the patents and patent applications listed on the attached Schedule A, including any continuation, division, continuation-in-part, renewal, reissue, or substitute thereof ("Intellectual Property").

**NHN Business Platform Corporation** ("Assignee"), has a place of business at 9F, First Tower, 266-1, Seohyun-dong, Bundang-gu, Seongnam-si, Kyunggi-do, Republic of Korea.

Now, upon good and valuable consideration by Assignee, the receipt of which is acknowledged by Assignor, Assignee and Assignor agree as follows:

Assignor hereby conveys, assigns, sells and transfers to Assignee all rights, title and interests in and to the inventions disclosed in the Intellectual Property, and hereby grants to Assignee the right to apply in its own name for patents or Inventor's certificates and related rights for the inventions in any and all countries, including (without limitation) all rights to claim priority based upon the Intellectual Property, all patents granted upon the Intellectual Property, and all reissues, extensions and renewals of the Intellectual Property.

Assignor hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

Assignor further covenants that Assignor will, upon Assignee's request and at Assignee's expense:

1. Provide Assignee promptly with all pertinent facts and documents relating to the Intellectual Property, as may be known and accessible to Assignor;
2. Testify as to the same in any interference, litigation or proceeding related thereto;
3. Promptly execute and deliver to Assignee or Assignee's legal representative any and all papers, instruments or affidavits required to apply for, protect, obtain, maintain, issue, defend and enforce the Intellectual Property, whether in the United States or in any foreign country or countries; and



4. Perform such further acts that may be necessary or desirable to carry out the intent of this agreement, as the Assignee reasonably requires.

On behalf of Assignor:

Company Name

NHN Corporation

Address:

9<sup>th</sup> Fl. Venture Town Bldg., 25-1, Jongja-dong, Bundang-gu,  
Seongnam-si, Kyunggi-do  
Republic of Korea

Name of Representative

YEASUN, YOON

Signature:

Yoon Yeasun

Position of Representative:

HEAD of IP Dept.

Date:

Sep 04, 2009.

On behalf of Assignee:

Company Name

NHN Business Platform Corporation .

Address:

9F, First Tower, 266-1, Seohyun-dong  
Bundang-gu, Seongnam-si, Kyunggi-do  
Republic of Korea

Name of Representative

Eun Tai Kim

Signature:

[Signature]

Position of Representative:

Leader of Legal Team

Date:

Sep 04, 2009

## SCHEDULE A

NO.	APPLICATION SERIAL NO.	FILING DATE	TITLE OF INVENTION
1	10/537,935	08-Jun-05	SYSTEM AND METHOD FOR GENERATING A SEARCH RESULT LIST
2	10/541,399	01-Jul-05	METHOD FOR TRANSMITTING AND DOWNLOADING STREAMING DATA
3	10/548,361	07-Sep-05	METHOD FOR GENERATING A SEARCH RESULT LIST ON A WEB SEARCH ENGINE
4	10/552,956	14-Oct-05	A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF INTERNET USERS AND A SYSTEM THEREOF
5	10/576,339	18-Apr-06	SYSTEM AND METHOD FOR PROVIDING PARTIAL PAYMENT IN THE ELECTRONIC COMMERCE
6	10/595,998	14-Jun-06	ON-LINE ADVERTISING SYSTEM AND METHOD
7	10/599,606	03-Oct-06	METHOD AND SYSTEM FOR PROVIDING INFORMATION ON ARTICLE OF COMMERCE
8	11/869,608	09-Oct-07	METHOD AND SYSTEM FOR EXTRACTING WEIGHT CLASSIFIED BY RANKING
9	11/459,681	25-Jul-06	PRODUCT SEARCHING SYSTEM AND METHOD USING SEARCH LOGIC ACCORDING TO EACH CATEGORY
10	11/479,362	30-Jun-06	ONLINE ADVERTISING METHOD AND ONLINE ADJUSTISING SYSTEM
11	11/541,775	02-Oct-06	METHOD FOR BILLING ADVERTISER FOR KEYWORD ADVERTISEMENT IN INTERNET SEARCH ENGINE AND A SYSTEM THEREOF
12	11/552,508	24-Oct-06	METHOD AND SYSTEM FOR PROVIDING COMMODITY INFORMATION IN SHOPPING COMMODITY SEARCHING SERVICE
13	11/568,011	17-Oct-06	SYSTEM AND METHOD FOR SELECTING SEARCH LISTINGS IN AN INTERNET SEARCH ENGINE AND ORDERING THE SEARCH LISTINGS

14	11/568,729	06-Nov-06	METHOD FOR DETERMINING VALIDITY OF COMMAND AND SYSTEM THEREOF
15	11/568,907	09-Nov-06	METHOD AND SYSTEM FOR MANAGING THE IMPRESSING OF THE SEARCH LISTING BASED ON ADVERTISEMENT GROUP
16	11/570,236	07-Dec-06	METHOD FOR DETERMINING VALIDITY OF COMMAND AND SYSTEM THEREOF
17	11/570,253	08-Dec-06	METHOD FOR DETERMINING VALIDITY OF COMMAND AND SYSTEM THEREOF
18	11/571,154	21-Dec-06	METHOD FOR DETERMINING VALIDITY OF COMMAND AND SYSTEM THEREOF
19	11/571,155	21-Dec-06	METHOD AND SYSTEM FOR SELECTING SEARCH LIST TABLE IN AN INTERNET SEARCH ENGINE IN RESPONSE TO SEARCH REQUEST
20	11/572,147	16-Jan-07	METHOD AND SYSTEM FOR ADJUSTING BALANCE OF ACCOUNT OF ADVERTISER IN KEYWORD ADVERTISEMENT
21	11/573,395	07-Feb-07	METHOD AND SYSTEM FOR SELECTING INFORMATION OF ADVERTISER IN AN INTERNET SEARCH ENGINE IN RESPONSE TO SEARCH-ORDERING OF PARTER-SITE
22	11/593,325	06-Nov-06	METHOD FOR PROVIDING ON-LINE SHOPPING SEARCH SERVICE AND SYSTEM THEREOF
23	10/599,923	13-Oct-06	METHOD FOR CONTROLLING DISPLAY OF KEYWORD ADVERTISEMENT IN INTERNET SEARCH ENGINE AND A SYSTEM THEREOF
24	11/676,849	20-Feb-07	METHOD AND SYSTEM FOR GENERATING LIST USING DYNAMIC ADJUSTMENT OF ADVERTISING-DOMAIN
25	11/685,284	13-Mar-07	METHOD AND SYSTEM FOR MATCHING ADVERTISEMENT USING SEED
26	11/690,220	23-Mar-07	METHOD AND SYSTEM FOR CREATING ADVERTISEMENT-LIST WHICH DIVIDES BIG ADVERTISER'S ADVERTISING INFORMATION
27	11/691,563	27-Mar-07	METHOD AND SYSTEM FOR CREATING ADVERTISEMENT-LIST BY VALUE DISTRIBUTION
28	11/719,949	22-May-07	METHOD FOR PROVIDING A SEARCH SERVICE AND SYSTEM FOR EXECUTING THE METHOD
29	11/720,193	25-May-07	METHOD FOR PROVIDING A SEARCH SERVICE AND SYSTEM FOR EXECUTING THE METHOD

30	11/726,165	21-Mar-07	METHOD AND SYSTEM FOR ADJUSTING THE BALANCE OF ACCOUNT OF THE ADVERTISER IN A KEYWORD ADVERTISEMENT
31	11/728,820	27-Mar-07	AUTOMATIC MATCHING METHOD AND AUTOMATIC MATCHING SYSTEM
32	11/737,822	20-Apr-07	METHOD AND SYSTEM FOR CREATING SEARCH RESULT LIST
33	11/769,551	27-Jun-07	METHOD AND SYSTEM OF RUNNING VIRAL ADVERTISEMENT SERVICE
34	11/780,804	20-Jul-07	METHOD FOR DISPLAYING EXPANDED ADVERTISEMENT
35	11/838,779	14-Aug-07	METHOD OF MANAGING ADVERTISERS AND SYSTEM FOR EXECUTING THE METHOD
36	11/858,015	19-Sep-07	METHOD OF PROVIDING CUSTOMIZED INFORMATION OF COMMODITY FOR ON-LINE SHOPPING MALL USERS
37	11/858,039	19-Sep-07	METHOD OF PROVIDING PRICE OF COMMODITY SOLD VIA INTERNET
38	11/945,038	26-Nov-07	METHOD OF PROVIDING PRODUCT DATABASE
39	11/946,037	27-Nov-07	METHOD FOR MANAGING ADVERTISEMENT OFFERED ON WIRE OR WIRELESS NETWORK AND SYSTEM FOR EXECUTING THE METHOD
40	11/953,769	10-Dec-07	METHOD FOR CALCULATING RELEVANCE BETWEEN WORDS BASED ON DOCUMENT SET AND SYSTEM FOR EXECUTING THE ME
41	11/971,202	08-Jan-08	ADVERTISING METHOD USING BELL SOUND FREE OFFERING SERVICE AND ADVERTISING SYSTEM THEREOF, AND COMPUTER READABLE MEDIA FOR RECORDING THE ADVERTISING METHOD PROGRAM
42	12/014,196	15-Jan-08	METHOD AND APPARATUS FOR MONITORING IMPROPER CLICKS
43	12/052,602	20-Mar-08	METHOD OF ADVERTISING WHILE PLAYING MULTIMEDIA CONTENT
44	12/052,706	20-Mar-08	SYSTEM AND METHOD FOR EXPANDING TARGET INVENTORY ACCORDING TO BORwser-LOGIN MAPPING
45	12/055,284	25-Mar-08	INTEGRATED ADVERTISING MANAGEMENT METHOD AND SYSTEM WITH RESPECT TO PLURALITY OF ADVERTISING DOMAINS

46	12/055,391	26-Mar-08	SYSTEM AND METHOD FOR DISPLAYING VARIABLE ADVERTISING CONTENT
47	12/058,617	28-Mar-08	METHOD AND SYSTEM OF SELECTING LANDING PAGE FOR KEYWORD ADVERTISEMENT
48	12/058,640	28-Mar-08	KEYWORD ADVERTISEMENT USING RANKING OF ADVERTISERS
49	12/062,460	03-Apr-08	METHOD OF DETERMINING COST-PER-CLICK FOR KEYWORD ADVERTISEMENT
50	12/062,609	04-Apr-08	ONLINE ADVERTISING METHOD AND SYSTEM WHICH REFLECTS UPDATE OF DATABASE IN REAL TIME
51	12/095,890	02-Jun-08	METHOD AND SYSTEM FOR MANAGING REPORT ON GOODS ADVERTISEMENT
52	12/098,076	04-Apr-08	DISFAVORING QUALIFIED ADVERTISEMENTS IN CONTEXTUAL ADVERTISEMENT
53	12/098,642	2008-04-08	SECURITY AUTHENTICATION SYSTEM AND METHOD
54	12/107,749	22-Apr-08	METHOD AND SYSTEM FOR RECOMMENDING ADVERTISEMENT KEYWORD ACCORDING TO KEYWORD RECOMMENDATION STANDARD
55	12/108,634	24-Apr-08	METHOD FOR PROVIDING KEYWORD BASED ON KEYWORD PROVIDING RANGE AND SYSTEM THEREOF
56	12/113,182	30-Apr-08	METHOD AND SYSTEM OF ADVERTISEMENT EXAMINATION USING KEYWORD COMPARISON
57	12/118,507	09-May-08	METHOD FOR ADVERTISING GOODS BY UCC-AD SCRIPT AND APPARATUS THEREOF
58	12/130,653	30-May-08	METHOD AND SYSTEM FOR CONTEXTUAL ADVERTISEMENT
59	12/135,267	09-Jun-08	METHOD AND SYSTEM FOR DETERMINING VULNERABILITY OF WEB APPLICATION
60	12/139,962	16-Jun-08	METHOD AND SYSTEM FOR PROVIDING LOCAL INFORMATION OF PRODUCT
61	12/162,650	30-Jul-08	METHOD FOR OFFERING ADVERTISEMENT IN ASSOCIATION WITH CONTENTS IN VIEW AND SYSTEM FOR EXECUTING THE METHOD
62	12/187,883	07-Aug-08	METHOD AND SYSTEM FOR DISPLAYING ADVERTISEMENT



63	12/190,836	13-Aug-08	METHOD AND SYSTEM FOR REVISING CLICK THROUGH RATE
64	12/195,010	20-Aug-08	USER AUTHENTICATION SYSTEM USING IP ADDRESS AND METHOD THEREOF
65	12/198,968	27-Aug-08	METHOD AND SYSTEM FOR REVISING QUALITY INDEX AND PROVIDING ADVERTISEMENT USING THE REVISED QUALITY INDEX
66	12/204,687	04-Sep-08	METHOD AND SYSTEM FOR PROVIDING ADVERTISEMENT USING MOVING AVERAGE QUALITY INDEX
67	12/274,512	20-Nov-08	METHOD FOR CALCULATING PROSPECTIVE CHARGE OF ADVERTISEMENT FOR EACH KEYWORD AND SYSTEM FOR EXECUTING THE METHOD
68	12/282,880	12-Sep-08	METHOD AND SYSTEM FOR AUTOMATICALLY COMPLETED GENERAL RECOMMENDED WORD AND ADVERTISEMENT RECOMMENDED WORD
69	12/301,981	21-Nov-08	METHOD FOR EXECUTING DIGITAL RIGHT MANAGEMENT AND TRACKING USING CHARACTERISTIC OF VIRUS AND SYSTEM FOR EXECUTING THE METHOD
70	12/332,237	10-Dec-08	METHOD AND SOFTWARE FOR DISPLAYING ADVERTISEMENTS ON A WEB PAGE
71	12/446,412	20-Apr-09	METHOD FOR RECOMMENDING INFORMATION OF GOODS AND SYSTEM FOR EXECUTING THE METHOD
72	12/519,153	12-Jun-09	METHOD AND SYSTEM FOR OFFERING BANNER ADVERTISING WITH INDEX FUNCTION, AND COMPUTER READABLE MEDIA FOR RECORDING THE ADVERTISING METHOD PROGRAM
73	12/475,477	30-May-09	COMPUTING SYSTEM AND COMPUTER-IMPLEMENTED METHOD OF PROVIDING TARGETED ADVERTISEMENT USING ACCOUNT SPACE
74	12/466,455	15-May-09	COMPUTER-IMPLEMENTED METHOD AND COMPUTING SYSTEM FOR PROVIDING ADVERTISEMENT CONTENT, AND COMPUTER-IMPLEMENTED METHOD AND COMPUTING SYSTEM FOR EXPOSING ADVERTISEMENT CONTENT
75	11/914,610	06-Nov-07	COMMODITY INFORMATION REGISTERING METHOD AND SYSTEM WHICH AUTOMATICALLY MATCHES COMMODITY MODEL AND CATEGORY WITH THE COMMODITY INFORMATION

76	11/515,710	05-Sep-06	METHOD AND SYSTEM FOR ADVERTISEMENT RELATED TO INFORMATION SERVICE
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