

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
NHN Corporation	10/27/2009
RECEIVING PARTY DATA	
Name:	NHN Business Platform Corporation
Street Address:	9F, First Tower, 266-1 Seohyun-dong, Bundang-gu, Kyunggi-do
City:	Seongnam-si
State/Country:	REPUBLIC OF KOREA
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11945138
CORRESPONDENCE DATA	
Fax Number:	(703)288-5139
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	703-288-5105
Email:	patent@park-law.com
Correspondent Name:	H.C. Park & Associates, PLC
Address Line 1:	8500 Leesburg Pike, Suite 7500
Address Line 4:	Vienna, VIRGINIA 22182
ATTORNEY DOCKET NUMBER:	P3096US00
NAME OF SUBMITTER:	Hae-Chan Park
Total Attachments: 2 source=P3096US00 Assignment#page1.tif source=P3096US00 Assignment#page2.tif	

OP \$40.00 11945138



## **ASSIGNMENT**

Whereas, NHN Corporation ("Assignor") is the current assignee of all rights, title, and interests in and to United States Patent Application No. 11/945,138, entitled **METHOD OF PROVIDING PRODUCT DATABASE** ("Invention"), as recorded with the United States Patent Office at Reel/Frame No.: 020201/0791;

Whereas, by this Assignment, Assignor desires to convey all rights, titles, and interests in and to the Invention to:

**NHN Business Platform Corporation**  
9F, First Tower, 266-1 Seohyun-dong  
Bungdang-gu, Seongnam-si  
Kyunggi-do, Republic of Korea

Whereas, **NHN Business Platform Corporation** ("Assignee") desires to receive all rights, titles, and interests in and to the Invention.

Now, for valuable consideration by Assignee to Assignor, the receipt of which is hereby acknowledged by Assignor, and for other good and valuable consideration, Assignee and Assignor hereby agree as follows:

Assignor hereby conveys, assigns, sells and transfers to Assignee all rights, title and interests in and to the Invention, any continuation, division, renewal, or substitute thereof, and hereby grants to Assignee the right to apply in its own name for patents or inventor's certificates and related rights heretofore or hereafter filed for the invention in any and all countries, including (without limitation) all rights to claim priority based thereon, all patents granted thereon, and all reissues, extensions and renewals thereof.

Assignor hereby covenants that no assignment, sale, agreement or encumbrance of the Invention 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, provide Assignee with all pertinent facts and documents relating to the Invention, as may be known and accessible to Assignor, and Assignor will testify as to the same in any interference, litigation or proceeding related thereto and will 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 Invention, whether in the US or any and all foreign countries and any patents granted thereon and/or for obtaining any reissue or reissues of any patent which may be granted for the invention and perform such further acts which may be necessary or desirable to carry out the intent of this agreement as Assignee may require and prepare at Assignee's expense.

Assignor warrants that its representative signing below is fully authorized to enter into this Assignment and to convey the interests described in this Assignment on behalf of Assignor.



Assignee warrants that its representative signing below is fully authorized to enter into this Assignment and to convey the interests described in this Assignment on behalf of Assignee.

IN WITNESS WHEREOF, Assignor's and Assignee's authorized representatives have hereunto set hand and seal.

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

For Assignor:

Authorized Representative's  
Signature:

*Yom Yeasun*

Title:

*HEAD of IP Dept.*

Date:

*OCT. 27. 2009*

Assignee: NHN Business Platform Corporation  
Address: 9F, First Tower, 266-1 Seohyun-dong  
Bundang-gu, Seongnam-si  
Kyunggi-do, Republic of Korea

For Assignee:

Authorized Representative's  
Signature:

*[Handwritten Signature]*

Title:

*Leader of Legal Team*

Date:

*OCT. 27, 2009*