

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jong-Hun Park	11/17/2008
RECEIVING PARTY DATA	
Name:	Core Logic, Inc.
Street Address:	1103, City Air Tower, 159-9, Samseong-dong
City:	Gangnam-gu, Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	135-091
Name:	SNU R&BD Foundation
Street Address:	San 56-1, Sillim-dong
City:	Gwanak-gu, Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	151-742
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12273710
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REEL: 023862 FRAME: 0845

NAME OF SUBMITTER:

Daniel H. Sherr

Total Attachments: 1

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ASSIGNMENT

WHEREAS, I, **Jong-Hun Park**, ASSIGNOR, citizen of the Republic of Korea, residing at 122A-501, Seoul National University Professor Apt., San 4-2, Bongcheon 7-dong, Gwanak-gu, Seoul 151-057, Republic of Korea, am the inventor of the invention in **CONTENT RECOMMENDATION APPARATUS AND METHOD USING TAG CLOUD** for which I have executed an application for a Patent of the United States

- ☒ which is executed on ☒ even date herewith or ☐
☒ which is identified by Jones Day docket no. 11281-191-999
☐ which was filed on , Application No.
☒ I hereby authorize and request attorney(s) at Jones Day, 222 East 41st Street, New York, New York 10017-6702, to insert here in parentheses (Application number, 12/273,710 filed 11/19/2008) the filing date and application number of said application when known.

and WHEREAS, **Core Logic, Inc.**, having an address at 1103, City Air Tower, 159-9, Samseong-dong, Gangnam-gu, Seoul 135-091, Republic of Korea, and **SNU R&DB Foundation**, having an address at San 56-1, Sillim-dong, Gwanak-gu, Seoul 151-742, Republic of Korea, ASSIGNEES, are desirous of obtaining my entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the said ASSIGNOR, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEES, their successors, legal representatives and assigns, my entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

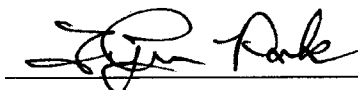
AND I HEREBY authorize and request the Commissioner for Patents and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEES, their successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant and agree that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that I will communicate to the said ASSIGNEES, their successors, legal representatives and assigns, any facts known to me respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEES, their successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, I have hereunto signed my name on this 17th day of

November, 2008.



L.S.

Jong-Hun Park