

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>CHANG-SU LEE</td> <td>01/11/2010</td> </tr> <tr> <td>DONG-CHAN LIM</td> <td>01/11/2010</td> </tr> <tr> <td>SU-KYUNG KIM</td> <td>01/11/2010</td> </tr> <tr> <td>SUNG KIM</td> <td>01/11/2010</td> </tr> <tr> <td>SIL-KEUN HWANG</td> <td>01/11/2010</td> </tr> </tbody> </table>		Name	Execution Date	CHANG-SU LEE	01/11/2010	DONG-CHAN LIM	01/11/2010	SU-KYUNG KIM	01/11/2010	SUNG KIM	01/11/2010	SIL-KEUN HWANG	01/11/2010
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>SK TELECOM CO., LTD.</td> </tr> <tr> <td>Street Address:</td> <td>11, EUIJIRO 2-GA, JUNG-GU</td> </tr> <tr> <td>City:</td> <td>SEOUL</td> </tr> <tr> <td>State/Country:</td> <td>REPUBLIC OF KOREA</td> </tr> <tr> <td>Postal Code:</td> <td>100-844</td> </tr> </table>		Name:	SK TELECOM CO., LTD.	Street Address:	11, EUIJIRO 2-GA, JUNG-GU	City:	SEOUL	State/Country:	REPUBLIC OF KOREA	Postal Code:	100-844		
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<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (212)589-4201</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-589-4644</p> <p>Email: ipgny@bakerlaw.com</p> <p>Correspondent Name: David A. Einhorn</p> <p>Address Line 1: Baker &amp; Hostetler, LLP</p> <p>Address Line 2: 45 Rockefeller Plaza</p> <p>Address Line 4: New York, NEW YORK 10111</p>													
ATTORNEY DOCKET NUMBER:	DE1921												
NAME OF SUBMITTER:	EUGENE LIEBERSTEIN												

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**PATENT**  
**REEL: 024033 FRAME: 0186**

Total Attachments: 2

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**ASSIGNMENT**

WHEREAS, WE, Chang-Su LEE, Dong-Chan LIM, Su-Kyung KIM, Sung KIM and Sil-Keun KWANG, citizens of the Republic of Korea, residing at 3Fl., 129-14, Bugahyeon1-dong, Seodaemun-gu, Seoul 120-819, Republic of Korea; 1824-502, Haetvit Maeul, 938, Haengsin-dong, Deokyang-gu, Goyang-si, Gyeonggi-do 412-719, Republic of Korea; 305-110, Mido Apt., Banpo 4-dong, Seocho-gu, Seoul 137-769, Republic of Korea; 116-102, Sibeomdanji Hanshin Apt., Seohyeon-dong, Bundang-gu, Seongnam-si, Gyeonggi-do 463-772, Republic of Korea; and 433, Gwanpo-ri, Jangmok-myeon, Geoje-si, Gyeongsangnam-do 656-832, Republic of Korea, hereafter referred to as Applicant, have invented certain new and useful improvements in the invention:

SYSTEM AND METHOD FOR TRANSMITTING PERSONAL NETWORKING-BASED BLOG POST, AND SERVER APPLIED TO THE SAME

☒ for which an application for a United States Patent was filed on MARCH 5, 2010  
Serial No: 12/676,620

☒ which is identified by Baker & Hostetler, LLP Docket No. DE1921

☒ for which an application for a United States Patent was executed on 01/11/10

and WHEREAS, SK TELECOM CO., LTD., a Korean Corporation, of 11 Euljiro, 2-ga, Jung-gu, Seoul 100-844, Republic of Korea, here referred to as "Assignee", is desirous of obtaining the entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (US\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the 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;

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AND WE (I) HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, 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 ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

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

AND WE (I) HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us 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 ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date: <u>2010.1.11</u>	<u>Lee</u>	I.S.
Date: <u>2010.1.11</u>	<u>[Signature]</u>	I.S.
Date: <u>2010.1.11</u>	<u>[Signature]</u>	I.S.
Date: <u>2010.1.11</u>	<u>[Signature]</u>	I.S.
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