

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<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>In Jae SONG</td> <td>02/11/2010</td> </tr> <tr> <td>Yu Won KIM</td> <td>02/11/2010</td> </tr> <tr> <td>Dong Wook KIM</td> <td>02/11/2010</td> </tr> </tbody> </table>		Name	Execution Date	In Jae SONG	02/11/2010	Yu Won KIM	02/11/2010	Dong Wook KIM	02/11/2010				
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CORRESPONDENCE DATA													
<p>Fax Number: (703)288-5139 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>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</p>													
ATTORNEY DOCKET NUMBER:	P3597US00												
NAME OF SUBMITTER:	Hae-Chan Park												
<p>Total Attachments: 2 source=P3597US00_Assignment#page1.tif</p>													

OP \$40.00 12674600

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PATENT
REEL: 024119 FRAME: 0052



ASSIGNMENT

Whereas, Assignor has invented certain new and useful processes, machines, articles of manufacture, compositions of matter, and/or improvements thereof ("Invention") disclosed in

☒ an application for United States Letters Patent entitled **SYSTEM FOR GENERATING RECOMMENDATION KEYWORD OF MULTIMEDIA CONTENTS AND METHOD THEREOF** ("Application");

☐ upon which United States Letters Patent, Patent Number _____, has issued ("Patent");

Whereas, Assignor desires to convey all rights, titles, and interests in and to the same to:

NHN Corporation
9th Fl. Venture Town Bldg. 25-1,
Jeongja-dong, Bundang-gu, Seongnam-si
Gyeonggi-do, 463-844
Republic of Korea

NHN Corporation herein further referred to as ("Assignee").

Now, for valuable consideration by Assignee to Assignor, the receipt of which is hereby acknowledged, 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 disclosed in said application and in and to any Letters Patent of the United States (US), any continuation, division, renewal, or substitute thereof, and hereby grant 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 has been or will be made or entered into which would conflict with this Assignment.

Assignor further covenants that Assignee will, upon Assignee's request, be provided promptly with all pertinent facts and documents relating to the Invention, Patent, Application and any patents granted thereon, 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 Application, Patent, 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 the Assignee thereof shall hereafter require and prepare at assignee's expense.

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

First Inventor's Name: In Jae SONG

Address: 103-1006, Samyung Apart officetel, 127-1
Simgok 2-dong, Wonmi-gu, Bucheon-si
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First Inventor's Signature:

Date:

2 / 11 / 2010

Second Inventor's Name: Yu Won KIM

Address: 501-801, Mujigaemaeul Chonggu Apt.
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Republic of Korea

Second Inventor's Signature:

Date:

2 / 11 / 2010

Third Inventor's Name: Dong Wook KIM

Address: 211-102, Sibeomdanji Woosung Apt., Seohyeon-dong
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Gyeonggi-do 463-773
Republic of Korea

Third Inventors' Signature:

Date:

2 / 11 / 2010