

PATENT ASSIGNMENT

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NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
In-seong HWANG	07/07/2010
Hoo-jong KIM	07/07/2010
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12812890
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ASSIGNMENT

WHEREAS, I/WE, Inseong HWANG, and Hoojong KIM, citizens of the Republic of Korea, residing at 11-601, Hyundai Apt., Seocho-dong, Seocho-gu, Seoul, 137-070, Korea; and 6F, Hyodong Bldg., 903-7, Daechi 4-dong, Gangnam-gu, Seoul, 135-284, Korea, hereafter referred to as Applicant, have invented certain new and useful improvements in the invention

METHOD AND APPARATUS FOR DETERMINING ENCODING MODE BY USING TEMPORAL AND SPATIAL COMPLEXITY

for which an application for a United States Patent was filed on JULY 14, 2010

Serial No: 12/812,890

which is identified by Baker & Hostetler, LLP Docket No. BE1978

for which an application for a United States Patent was executed on _____

and WHEREAS SK TELECOM CO., LTD., a Korean corporation, of 11, Euljiro 2-ga, Jung-gu, Seoul 100-999, 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

DE 1978

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 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: July 7, 2010 HWANG In-Seong I.S

Date: July 7, 2010 KIM. KooJong I.S