

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>Hayoon KIM</td><td>12/23/2010</td></tr> <tr><td>Byeungwoo JEON</td><td>10/12/2010</td></tr> <tr><td>Joohee MOON</td><td>10/16/2010</td></tr> <tr><td>Yunglyul LEE</td><td>10/16/2010</td></tr> <tr><td>Haekwang KIM</td><td>10/16/2010</td></tr> <tr><td>Jungyoup YANG</td><td>10/12/2010</td></tr> <tr><td>Kwanghyun WON</td><td>10/12/2010</td></tr> </tbody> </table>		Name	Execution Date	Hayoon KIM	12/23/2010	Byeungwoo JEON	10/12/2010	Joohee MOON	10/16/2010	Yunglyul LEE	10/16/2010	Haekwang KIM	10/16/2010	Jungyoup YANG	10/12/2010	Kwanghyun WON	10/12/2010
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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, Euljiro 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>100-999</td></tr> </table>		Name:	SK TELECOM. CO., LTD	Street Address:	11, Euljiro 2-ga, Jung-gu	City:	Seoul	State/Country:	REPUBLIC OF KOREA	Postal Code:	100-999						
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PROPERTY NUMBERS Total: 1																	
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CORRESPONDENCE DATA																	
Fax Number: (703)518-5499 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 7036841111 Email: hjham@ipfirm.com Correspondent Name: LOWE HAUPTMAN HAM & BERNER, LLP Address Line 1: 1700 DIAGONAL ROAD Address Line 2: SUITE 300 Address Line 4: ALEXANDRIA, VIRGINIA 22314																	
ATTORNEY DOCKET NUMBER:	126587-0058																

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PATENT
REEL: 025919 FRAME: 0831

NAME OF SUBMITTER:

Yoon S. Ham

Total Attachments: 2

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ASSIGNMENT

In consideration of the premises and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, the undersigned,

- 1) KIM, Hayoon
- 2) JEON, Byeungwoo
- 3) MOON, Joohee
- 4) LEE, Yunglyul
- 5) KIM, Haekwang
- 6) YANG, Jungyoup
- 7) WON, Kwanghyun

who has made a certain new and useful invention, hereby sells, assigns and transfers unto

SK TELECOM. CO., LTD. a Korean Corporation having a place of business at 11, Euljiro 2-ga, Jung-gu, Seoul 100-999, Republic of Korea

its successors and assigns (hereinafter designated "ASSIGNEE") the entire right, title and interest for the United States of America as defined in 35 U.S.C. 100 in the invention entitled


APPARATUS AND METHOD FOR IMAGE ENCODING/DECODING USING PREDICTABILITY OF INTRA-PREDICTION MODE

- (a) for which an application for United States Letters Patent was filed on _____, and identified by United States Patent Application No. _____; or
- (b) for which an application for United States Letters Patent was executed on _____

and the undersigned hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefore and any and all extensions, divisions, reissues, continuations, or continuations-in-part thereof, and the right to all benefits under the International Convention for the Protection of Industrial Property to the said ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns and legal representatives; the undersigned agrees that the attorneys of record in said application shall hereafter act on behalf of said ASSIGNEE;

AND the undersigned hereby agrees to transfer a like interest, and to render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, upon request of the said ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, in and to any improvements, and applications for patent based thereon, growing out of or related to the said invention; and to execute any papers by the said ASSIGNEE, its successors, assigns and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.






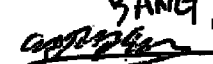
SIGNED on the date indicated aside my signature:

1) 
Name: KIM, HAYOON

Dec. 23 / 2010
Date:

ASSIGNMENT

Page 2

- 2) 
Name: JEON, BYEUNGWOO
- 3) 
Name: MOON, JOOHEE
- 4) 
Name: LEE, YANGLYUL
- 5) 
Name: KIM, HAERWANG
- 6) 
Name: YANG, JUNGYOU P
- 7) 
Name: WON, KWANGHYUN

Oct. 12, 2010
Date:

Oct. 16 / 2010
Date:

Oct. 16 / 2010
Date:

Oct. 16 / 2010
Date:

Oct. 12, 2010
Date:

Oct. 12, 2010
Date: