

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hayoon Kim	03/04/2011
Haekwang Kim	03/05/2011
Byeungwoo Jeon	03/07/2011
Yunglyul Lee	03/07/2011
Joohee Moon	03/07/2011
Jie Jia	03/03/2011
RECEIVING PARTY DATA	
Name:	SK Telecom Co., Ltd.
Street Address:	11, Euljiro 2-ga, Jung-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Postal Code:	100-999
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13002582
CORRESPONDENCE DATA	
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Correspondent Name:	LOWE HAUPTMAN HAM & BERNER, LLP
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ATTORNEY DOCKET NUMBER:	126587-0055

OP \$40.00 13002582

NAME OF SUBMITTER:

Yoon S. Ham

Total Attachments: 2

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Docket No.:

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) **KIM, Haekwang**
- 3) **JEON, Byeungwoo**
- 4) **LEE, Yunglyul**
- 5) **MOON, Joohee**
- 6) **JIA, Jie**

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, Fuljiro 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

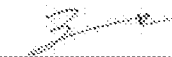
VIDEO ENCODING AND DECODING APPARATUS AND METHOD

- (a) for which an application for United States Letters Patent was filed on January 4, 2011, and identified by United States Patent Application No. 13/002,582 ; or
- (b) for which an application for United States Letters Patent was executed on _____

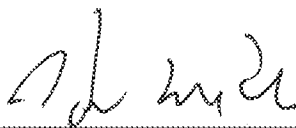
and the undersigned hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all United States Letters Patent which may be granted therefore and any and all extensions, divisions, reissues, continuations, or continuations-in-part thereof, and the right 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**

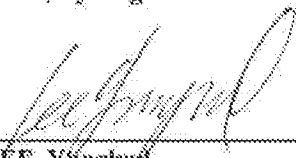
Mar 4/2011
Date:

2) 
Name: KIM, Hackwang

MAR 5, 2011
Date:

3) 
Name: JEON, Byeungwoo

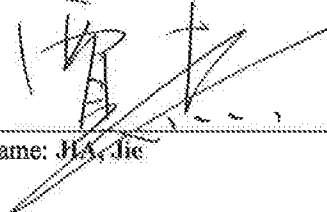
Mar 7, 2011
Date:

4) 
Name : LEE, Yunglyun

March 7, 2011
Date:

5) 
Name: MOON, Joohee

Mar. 7, 2011
Date:

6) 
Name: JIA, Jie

March 3, 2011
Date: