

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT								
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT								
<b>CONVEYING PARTY DATA</b>									
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 70%;">Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>JEONG HOON LEE</td><td>04/08/2011</td></tr><tr><td>JEONG MIN YOU</td><td>04/08/2011</td></tr><tr><td>IN HWAN KIM</td><td>04/08/2011</td></tr></tbody></table>		Name	Execution Date	JEONG HOON LEE	04/08/2011	JEONG MIN YOU	04/08/2011	IN HWAN KIM	04/08/2011
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IN HWAN KIM	04/08/2011								
<b>RECEIVING PARTY DATA</b>									
<b>Name:</b>	SK TELECOM CO., LTD.								
<b>Street Address:</b>	11, EULJIRO, 2-GA, JUNG-GU								
<b>City:</b>	SEOUL								
<b>State/Country:</b>	REPUBLIC OF KOREA								
<b>Postal Code:</b>	100-999								
<b>PROPERTY NUMBERS Total: 1</b>									
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="width: 30%;">Property Type</th><th>Number</th></tr></thead><tbody><tr><td><b>Application Number:</b></td><td>13125609</td></tr></tbody></table>		Property Type	Number	<b>Application Number:</b>	13125609				
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<b>Application Number:</b>	13125609								
<b>CORRESPONDENCE DATA</b>									
<b>Fax Number:</b>	(212)589-4201								
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<b>ATTORNEY DOCKET NUMBER:</b>	DE2032 (096971.012)								
<b>NAME OF SUBMITTER:</b>	EUGENE LIEBERSTEIN								
<b>Total Attachments: 2</b> source=DE2032_ASSIGNMENT#page1.tif source=DE2032_ASSIGNMENT#page2.tif									

**CH \$40.00 13125609**

## ASSIGNMENT

WHEREAS, WE/I, LEE, Jeong Hoon, YOU, Jeong Min and KIM, In Hwan, citizens of the Republic of Korea, residing at 102-1503, Nokwon Hanshin Apt., Jamwon-dong, Seocho-gu, Seoul 137-030, Republic of Korea; 102-2703, Hangang Samsung Apt., Tojeong-dong, Mapo-gu, Seoul 121-060, Republic of Korea and 2F, 337-110, Singil 5-dong, Yeongdeungpo-gu, Seoul 150-055, Republic of Korea, Republic of Korea, hereafter referred to as Applicant, have invented certain new and useful improvements in the invention:

### **CONTENTS PROVIDING SYSTEM AND METHOD FOR PROVIDING DATA SERVICES THROUGH SHORT-RANGE WIRELESS COMMUNICATION NETWORK, AND CPNS SERVER AND MOBILE COMMUNICATION TERMINAL FOR THE SAME**

for which an application for a United States Patent was filed on APRIL 22, 2011

Serial No: 13/125,609

which is identified by Baker & Hostetler, LLP Docket No.: DE2032

for which an application for a United States Patent was executed on APRIL 8, 2011

and WHEREAS, SK TELECOM CO., LTD., a Korean Corporation, having an address at 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 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: 08, APRIL, 2011

LEE, JEONG HOON L.S.  
LEE, Jeong Hoon

Date: 08, April, 2011

You, Jeong Min L.S.  
YOU, Jeong Min

Date: 08, April, 2011

KIM, In Hwan L.S.  
KIM, In Hwan