

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Tae-Beom LIM | 01/11/2012 |
| Kyung-Won KIM | 01/11/2012 |
| Jae-Won MOON | 01/11/2012 |
| Seok-Pil LEE | 01/11/2012 |
| RECEIVING PARTY DATA | |
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| City: | Seongnam-si, Gyeonggi-do |
| State/Country: | REPUBLIC OF KOREA |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 13359103 |
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| ATTORNEY DOCKET NUMBER: | Q128800 |
| NAME OF SUBMITTER: | Erin Harnett, New Application Specialist |
| Total Attachments: 1 source=Q128800_ASSIGNMENT_EXECUTED_AS_FILED#page1.tif | |

OP \$40.00 13359103

Assignment

Whereas, I/We, Tae-Beom LIM of Yongin-si, Gyeonggi-do, Republic of Korea, Kyung-Won KIM of Seoul, Republic of Korea, Jae-Won MOON of Seoul, Republic of Korea, Seok-Pil LEE of Seongnam-si, Gyeonggi-do, Republic of Korea

hereinafter called assignor(s), have invented certain improvements in METHOD FOR PROVIDING CUSTOMIZED ADVERTISEMENT/NEWS ON SCALABLE APPLICATION SERVICE SYSTEM and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, KOREA ELECTRONICS TECHNOLOGY INSTITUTE, 68beonji, Yatap-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

I/We hereby authorize and request our attorneys SUGHRUE MION, PLLC of 2100 Pennsylvania Avenue, NW, Washington, DC 20037-3213 to insert here in parentheses (Application number 13/359,103 and Confirmation number 1091, filed January 26, 2011) the application number and filing date of said application when known.

Date:

JAN 11, 2012

s/ Tae-Beom LIM

Date:

JAN 11, 2012

s/ Kyung-Won KIM

Date:

JAN 11, 2012

s/ Jae-Won MOON

Date:

January 11, 2012

s/ Seok-Pil LEE

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)