

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Du-Seong CHANG</td> <td>03/07/2013</td> </tr> <tr> <td>Hyung-Keun KOO</td> <td>03/07/2013</td> </tr> <tr> <td>Sang-Hee KIM</td> <td>03/07/2013</td> </tr> <tr> <td>Joo-Won SUNG</td> <td>03/07/2013</td> </tr> <tr> <td>Min-Jeung CHO</td> <td>03/07/2013</td> </tr> </tbody> </table>		Name	Execution Date	Du-Seong CHANG	03/07/2013	Hyung-Keun KOO	03/07/2013	Sang-Hee KIM	03/07/2013	Joo-Won SUNG	03/07/2013	Min-Jeung CHO	03/07/2013
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>KT CORPORATION</td> </tr> <tr> <td>Street Address:</td> <td>206, Jeongja-dong, Bundang-gu, Seongnam-si</td> </tr> <tr> <td>City:</td> <td>Gyeonggi-do</td> </tr> <tr> <td>State/Country:</td> <td>KOREA, REPUBLIC OF</td> </tr> <tr> <td>Postal Code:</td> <td>463-711</td> </tr> </table>		Name:	KT CORPORATION	Street Address:	206, Jeongja-dong, Bundang-gu, Seongnam-si	City:	Gyeonggi-do	State/Country:	KOREA, REPUBLIC OF	Postal Code:	463-711		
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: 6106409353 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 571-267-7183 Email: ipls@iplsllc.com Correspondent Name: IP LEGAL SERVICES, LLC Address Line 1: P.O. Box 651325 Address Line 4: Sterling, VIRGINIA 20165</p>													
ATTORNEY DOCKET NUMBER:	801.0100												
NAME OF SUBMITTER:	Kyung Hee Kim												
<p>Total Attachments: 4 source=058010100Assignment1#page1.tif source=058010100Assignment1#page2.tif source=058010100Assignment1#page3.tif source=058010100Assignment1#page4.tif</p>													

CH \$40.00 13791658

ASSIGNMENT

Application No. 13/791,658

Filing Date 03/08/2013

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned:

- 1) CHANG, Du-Seong
- 2) KOO, Hyung-Keun
- 3) KIM, Sang-Hee
- 4) SUNG, Joo-Won
- 5) CHO, Min-Jeung

who have made certain new and useful inventions, hereby sell, assign and transfer to

KT CORPORATION

having an address at
206, Jeongja-dong, Bundang-gu, Seongnam-si, Gyeonggi-do 463-711
Republic of Korea

its successors, assigns and legal representatives (collectively "Assignee"), the entire right, title and interest for the United States and all foreign countries, in and to any and all inventions and improvements ("Inventions") related to

GENERATING INTERACTIVE MENU FOR CONTENTS SEARCH BASED ON USER INPUTS

As described in an application for Letters Patent of the United States of America filed on 03/08/2013 and assigned U.S. Patent Serial Number 13/791,658, or if not identified here by filing date and serial number, executed on even date with the execution of this Assignment, and in and to the application and all divisional, continuing, substitute, renewal, reissue and all other applications for Letters Patent which have been or shall be filed in the United States and all foreign countries for the Inventions, and all the rights and privileges under any and all Letters Patent that may be granted therefore including any reissues and extensions thereof.

The undersigned agree that when requested will, without charge to Assignee but at its expense, sign all papers, take all rightful oaths, make all rightful declarations and do all acts which may be necessary, desirable or convenient for securing and maintaining patents or other forms of protection for the Inventions in any and all countries and for vesting title thereto in Assignee.

The undersigned authorize and empower Assignee to make applications for patent or other form of protection for the Inventions in Assignee's own name in any and all countries, and to invoke and claim for any application for patent or other form of protection for the Inventions filed by Assignee the benefit of all rights of priority provided by any and all treaties, conventions or agreements without further written or oral authorization.

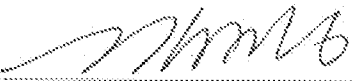
The undersigned hereby consent that a copy of this Assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or similar document which may be required in any country for any purpose, including proof of the right of Assignee to apply for patent or other form of protection for the inventions and to claim the aforesaid benefit of the right of priority.

The undersigned authorize attorneys for Assignee to insert the filing date and serial number into this Assignment Agreement after the application for Letters Patent has been filed and a serial number has been assigned to such application.

IN WITNESS WHEREOF, we have hereunto signed our name(s) on the day and year set forth below.

INVENTOR

DATE

1)  March 7.
 CHANG, Du-Seong

2)  March 7
 KOO, Hyung-Keun

3) _____
 KIM, Sang-Hee

4)  March 7.
 SUNG, Joo-Won

5)  March 7.
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Sang-Hee Kim _____ 7th March 2013

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