

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>Yun Seok CHOI</td> <td>02/28/2013</td> </tr> <tr> <td>Eun Bok LEE</td> <td>02/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	Yun Seok CHOI	02/28/2013	Eun Bok LEE	02/28/2013				
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<table border="1"> <tr> <td>Name:</td> <td>SK PLANET CO., LTD.</td> </tr> <tr> <td>Street Address:</td> <td>SK T-tower, Euljiro 62 (Euljiro 2-ga), Jung-gu</td> </tr> <tr> <td>City:</td> <td>Seoul</td> </tr> <tr> <td>State/Country:</td> <td>KOREA, REPUBLIC OF</td> </tr> <tr> <td>Postal Code:</td> <td>100-999</td> </tr> </table>		Name:	SK PLANET CO., LTD.	Street Address:	SK T-tower, Euljiro 62 (Euljiro 2-ga), Jung-gu	City:	Seoul	State/Country:	KOREA, REPUBLIC OF	Postal Code:	100-999
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CORRESPONDENCE DATA											
<p>Fax Number: 7035185499 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 7035357340 Email: yshgroup@ipfirm.com Correspondent Name: LOWE HAUPTMAN HAM & BERNER, LLP Address Line 1: 2318 Mill Road Address Line 2: Suite 1400 Address Line 4: ALEXANDRIA, VIRGINIA 22314</p>											
ATTORNEY DOCKET NUMBER:	5025-0062										
NAME OF SUBMITTER:	Yoon S. Ham										
Total Attachments: 1 source=130320_Assignment#page1.tif											

OP \$40.00 13820042

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) Yun Seok CHOI | 2) Eun Bok LEE |
| 3) | 4) |
| 5) | <input type="checkbox"/> x box if continued on page 2 |

who has made a certain new and useful invention, hereby sells, assigns and transfers unto **SK Planet Co., Ltd.** having a place of business at SK T-tower, Euljiro 65 (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:

REAL-TIME MAP DATA UPDATING SYSTEM AND METHOD

- (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: Yun Seok CHOI

28, Feb. 2013
Date

2) 
Name: Eun Bok LEE

28, Feb. 2013
Date