

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
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<table border="1"> <tr> <td>Name:</td> <td>Electronics and Telecommunications Research Institute</td> </tr> <tr> <td>Street Address:</td> <td>161 Gajeong-dong, Yuseong-gu</td> </tr> <tr> <td>City:</td> <td>Daejeon</td> </tr> <tr> <td>State/Country:</td> <td>KOREA, REPUBLIC OF</td> </tr> <tr> <td>Postal Code:</td> <td>305-700</td> </tr> </table>		Name:	Electronics and Telecommunications Research Institute	Street Address:	161 Gajeong-dong, Yuseong-gu	City:	Daejeon	State/Country:	KOREA, REPUBLIC OF	Postal Code:	305-700						
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CORRESPONDENCE DATA																	
<p>Fax Number: 4253483299 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 425-348-3500 Email: docketing@ampacc.com Correspondent Name: AMPACC LAW GROUP, PLLC Address Line 1: 6100 219th St. SW Address Line 2: Suite 580 Address Line 4: Mountlake Terrace, WASHINGTON 98043</p>																	
ATTORNEY DOCKET NUMBER:	K110MH-133500US																

OP \$40.00 13933099

NAME OF SUBMITTER:	Steve Y. Cho
Signature:	/Steve Y. Cho/
Date:	07/03/2013
Total Attachments: 2 source=2013_07_02_ASSGMT_K110MH-133500US#page1.tif source=2013_07_02_ASSGMT_K110MH-133500US#page2.tif	

ASSIGNMENT OF PATENT APPLICATION

WHEREAS, the below named individual(s), hereinafter referred to as "Assignors," are the inventor(s) of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: AUDIENCE SELECTION TYPE AUGMENTED
BROADCASTING SERVICE PROVIDING
APPARATUS AND METHOD

Filing Date: July 1, 2013

Application No.: 13/933,099

WHEREAS, Electronics & Telecommunications Research Institute of 161 Gajeong-dong, Yuseong-gu, Daejeon, 305-700, Republic of Korea, hereinafter referred to as "ASSIGNEE," is desirous of acquiring ASSIGNORS' interest in the said invention and application and in any U.S. Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer unto the said Assignees, and Assignees' successors and assigns, all their right, title and interest in and to the said invention and application including any corresponding foreign application, and in and to any Letters Patent which may hereafter be granted on the same in the United States and any corresponding foreign application, the said interest to be held and enjoyed by said Assignees as fully and exclusively as it would have been held and enjoyed by said Assignors had this Assignment and transfer not been made, to the full end and term of any Letters Patent which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement, and to vest title thereto in Assignee, or Assignee's successors and assigns.

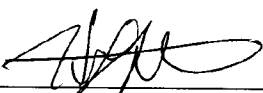
Assignors hereby authorize and request AMPACC Law Group, PLLC, 6100 219th Street SW, Suite 580, Mountlake Terrace, WA 98043, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

01, July, 2013
Date:

July 1, 2013
Date:

Seung Chul Kim
Name: KIM, Seung Chul


Name: KIM, Soon Choul

July, 1. 2013
Date:

김정학
Name: KIM, Jung Hak

July, 1. 2013
Date:

최부석
Name: CHOI, Bum Suk

Jul. 1. 2013
Date:

하정락
Name: HA, Jeoung Lak

July 1. 2013.
Date:

정영호
Name: JEONG, Young Ho

July 1. 2013
Date:

홍진우
Name: HONG, Jin Woo