

PATENT ASSIGNMENT COVER SHEET

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| JAE HYUNG HUH | 10/17/2014 |
| CHUL YONG SHIN | 10/17/2014 |
| RECEIVING PARTY DATA | |
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| City: | SEONGNAM-SI, GYEONGGI-DO |
| State/Country: | KOREA, REPUBLIC OF |
| Postal Code: | 463-400 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 14521214 |
| CORRESPONDENCE DATA | |
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| NAME OF SUBMITTER: | MICHAEL D. STEIN |
| SIGNATURE: | /Michael D. Stein/ |
| DATE SIGNED: | 10/28/2014 |
| Total Attachments: 1 | |
| source=Declaration_Assignment-53334.00#page1.tif | |

COMBINED DECLARATION/ASSIGNMENT FOR UTILITY/DESIGN PATENT APPLICATION

OATH OR DECLARATION

As a below named inventor, I hereby declare that:

This combined declaration and assignment is directed to the application entitled:

CONTENT PROVIDING SYSTEM BASED ON LOCATION INFORMATION RECOGNITION

the specification of which is attached hereto, or was filed on _____ as United States Application Number (or PCT International Application Number) _____ and was amended on _____ (if applicable).

Any registered attorney of STEIN IP, LLC, 1400 Eye St., N.W., Suite 300, Washington, D.C. 20005 (202-216-9505), USPTO Customer Number 49,455, is hereby authorized to insert the specified data into the above paragraph, when known.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 16 U.S.C. § 1001 by fine or imprisonment of not more than five (5) years, or both.

ASSIGNMENT

IN CONSIDERATION of good and valuable consideration paid to me, an undersigned inventor, by

SK Planet Co., Ltd.
(Sampyeong-dong), 264, Pangyo-ro, Bundang-gu,
Seongnam-si, Gyeonggi-do 463-400, Republic of Korea

(hereinafter, "ASSIGNEE"), the receipt of which is hereby acknowledged, I hereby sell, assign and transfer to ASSIGNEE the entire and exclusive right, title and interest to the above-identified application and the claimed invention therein, and any continuation, division, renewal, substitute, reissue or reexamination application based thereon (collectively, hereinafter, "said application(s)"), and all Letters Patent of the United States granted on said application(s), for the full term or terms for which the said Letters Patent may be granted and including any extensions thereof (collectively, hereinafter, "said Letters Patent").

I agree, when requested by said ASSIGNEE and without charge to but at the expense of said ASSIGNEE, to do all acts which the ASSIGNEE may deem necessary, desirable or expedient for securing, maintaining and enforcing protection for said invention, including in the preparation and prosecution of said application(s) and the issuance of said Letters Patent, in any interference, reissue, reexamination, or public use proceeding, and in any litigation or other legal proceeding which may arise or be declared in relation to same, such acts to include but not be limited to executing all papers, including separate assignments and declarations, taking all rightful oaths, providing sworn testimony, and obtaining and producing evidence.

I covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

IN WITNESS WHEREOF, I have affixed my signature on the date beneath.

Full name of sole/first inventor Jae Hyung HUH

Inventor's Signature [Signature] Witness's Signature _____

Date Executed 10/17/2014 Witness's Name (Printed) _____

Inventor's Mailing Address (SaetbyeolMaeul Life Apt. 1 106-906 Bundang-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, 463-748, Republic of Korea

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Full name of second inventor Chul Yong SHIN

Inventor's Signature [Signature] Witness's Signature _____

Date Executed 10/17/2014 Witness's Name (Printed) _____

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