

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
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Name	Execution Date
INJE CHO	06/25/2021
RECEIVING PARTY DATA	
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	16286336
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DATE SIGNED:	06/28/2021
Total Attachments: 2	
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UNITED STATES PATENT RIGHTS AND
ALL FOREIGN PATENT RIGHTS

ASSIGNMENT

Name(s) of
Inventor(s):

WHEREAS, I (We)

Inje CHO

Having a mailing address at #101-609, 23 Bongeunsa-ro73gil,
Gangnam-gu, Seoul, South Korea

Hoonje CHO,

Having a mailing address at _____

(hereinafter referred to as the undersigned) have invented certain new and useful
improvements in:

Title of
Invention:

**APPARATUS AND METHOD FOR DELIVERING ADVERTISEMENT
CONTENT TO CONNECTED VEHICLES**

for which an application for Letters Patent of the United States of America has been
executed by the undersigned, U.S. Patent Application No.: **16/286,336**, filed on **February
26, 2019**, and reissues, continuations, divisions, continuation-in-parts, substitutions, renewals,
conversions, and extensions thereof;

Name of
ASSIGNEE:

WHEREAS,

AD CONNECTED, INC.

Address of
ASSIGNEE:

of **6TH Floor, Yeoksam-ro, Gangnam-gu, Seoul, 06247, Republic of Korea**

its heirs, successors, legal representatives and assigns (hereinafter collectively referred to
as the ASSIGNEE) is desirous of acquiring the entire right, title, and interest in and to said
invention and in and to any Letters Patent(s) that may be granted therefor in the United
States of America, its territorial possessions, and in any foreign countries.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERRATION, the adequacy and receipt of
which are hereby acknowledged, the undersigned has (have) sold, assigned, and transferred, and by
these presents does (do) sell, assign and transfer unto said ASSIGNEE the full and exclusive right to the
said invention in the United States of America, its territories, dependencies and possessions and the
entire right, title and interest in and to any and all Letters Patent(s) which may be granted therefor in
the United States of America, its territories, dependencies, and possessions, and in any and all foreign
countries (including the right to claim priority under the terms of the International Convention and
other relevant International Treaties from the aforesaid application(s)), and to any and all divisions,
reissues, continuations, continuation-in-parts, substitutions, renewals, conversions and extensions
thereof for the full term or terms for which the same may be granted.

The undersigned hereby authorize(s) and request(s) the Patent and Trademark Office Officials in the
United States of America and its territorial possessions and any and all foreign countries to issue any
and all of Letters Patent resulting from said application or any continuing, continuation, continuation-
in-part, divisional, conversion, reissue, extension applications thereof to said ASSIGNEE, as assignee of
the entire interest and thereby covenant(s) that the undersigned has (have) the full right to convey the
entire interest herein assigned, and that the undersigned has (have) not executed, and will not execute,
any agreement in conflict herewith.

The undersigned agree(s) to execute all papers necessary in connection with this application and any continuing, continuation-in-part, divisional, conversion, extension, or reissue applications thereof and also to execute separate assignments in connection with such applications as the ASSIGNEE may deem necessary or expedient.

The undersigned agree(s) to execute all papers necessary in connection with any proceeding which may arise concerning this application or continuation, continuation-in-part, divisional, conversion, extension or reissue thereof or Letters Patent(s) or reissue patent issued thereon and to cooperate with the ASSIGNEE in every way possible in obtaining and producing evidence in such proceeding.

The undersigned agree(s) to execute all papers and documents and to perform any act which may be necessary in connection with claims or provisions of the International Convention for the Protection of Intellectual Property or similar agreements.

The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of (a) valid United States of America patent(s) or a grant of (a) valid United States of America and any foreign patent(s) to the ASSIGNEE and to vest all rights therein hereby conveyed to said ASSIGNEE as fully and entirely as the same would have been held by the undersigned if this Assignment had not been made.

The undersigned hereby grant(s) the law firm of Ichthus International Law, PLLC the power to insert on this Assignment any further identification and/or clarification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

The undersigned hereby covenant(s) that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Assignment.

Date: <u>June 25, 2021</u>	Name: <u>Inje CHO</u>
	(Print Name)
	<u>Inje CHO</u>
	(Signature of Inventor)
Date: _____	Name: <u>Hoonje CHO</u>
	(Print Name)

	(Signature of Inventor)