

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SK Chemicals Co., Ltd.		02/16/2009	CORPORATION: REPUBLIC OF KOREA
SK Networks Co., Ltd.		02/16/2009	CORPORATION: REPUBLIC OF KOREA
SKC Co., Ltd.		02/16/2009	CORPORATION: REPUBLIC OF KOREA
SK Holdings Co., Ltd		02/16/2009	CORPORATION: REPUBLIC OF KOREA
SK Telecom Co., Ltd.		02/16/2009	CORPORATION: REPUBLIC OF KOREA

RECEIVING PARTY DATA

Name:	SK Holdings Co., Ltd.
Street Address:	99 Seorin-dong, Jongro-gu
City:	Seoul
State/Country:	REPUBLIC OF KOREA
Entity Type:	CORPORATION: REPUBLIC OF KOREA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3422863	SK
Registration Number:	3287879	SK
Registration Number:	3411705	SK
Registration Number:	3365664	SK
Registration Number:	3365665	SK
Registration Number:	3537100	SK
Registration Number:	3290446	SK
Registration Number:	3343845	SK

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Registration Number:	3246381	SK
Registration Number:	3285685	SK
Registration Number:	3311834	SK
Registration Number:	3323967	SK
Registration Number:	3311835	SK
Registration Number:	3301847	SK
Registration Number:	3254993	SK

CORRESPONDENCE DATA

Fax Number: (310)586-7800
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (949) 732-6587
Email: laipmail@gtlaw.com
Correspondent Name: Elise Tenen-Aoki
Address Line 1: 2450 Colorado Avenue
Address Line 2: Suite 400E
Address Line 4: Santa Monica, CALIFORNIA 90404

ATTORNEY DOCKET NUMBER:	070475.011200
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DOMESTIC REPRESENTATIVE

Name: Elise Tenen-Aoki
Address Line 1: 2450 Colorado Avenue
Address Line 2: Suite 400E
Address Line 4: Santa Monica, CALIFORNIA 90404

NAME OF SUBMITTER:	Elise Tenen-Aoki
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Signature:	/eta/
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Date:	03/03/2009
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Total Attachments: 4
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ASSIGNMENT

WHEREAS, SK CHEMICALS CO., LTD., a Korean Corporation doing business at 600, Jungja-dong, Changan-ku, Suwon-si, Kyungki-do, Republic of Korea; SK NETWORKS CO., LTD., a Korean Corporation doing business at 104-28, Yeonghwa-dong, Jangan-gu, Suwon-si, Gyeonggi-do, Republic of Korea; SKC CO., LTD., a Korean Corporation doing business at 633, Chongja-dong, Changan-gu, Suwon, Kyonggi-do, Republic of Korea; SK HOLDINGS CO., LTD., a Korean Corporation, doing business at 99, Seorin-dong, Jongro-gu, Seoul, Republic of Korea; and, SK TELECOM CO., LTD. a Korean Corporation doing business at 11, Euljior2-ga, Jung-gu, Seoul, Republic of Korea, (hereinafter referred to as the "Assignors"), are the co-owners of all rights, title and interest in and to the trademark SK and Design, U.S. Registration Nos. as shown in Schedule A, and all associated goodwill and business relating to trademarks thereto;

WHEREAS, SK HOLDINGS CO., LTD., a Korean Corporation, doing business at 99, Seorin-dong, Jongro-gu, Seoul, Republic of Korea, (hereinafter referred to as "Assignee"), desires to acquire all of Assignors' rights, title and interest in and to the trademark SK and Design and the registrations in Schedule A and the goodwill relating thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, all of Assignors' rights, title and interest in and to the trademark SK and Design and the U.S. Registration Nos. as shown in Schedule A thereon and the goodwill symbolized by such trademarks, and with the right to sue and collect damages and/or profits for past infringements of said trademarks, the intent hereof being to substitute Assignee in the place of Assignors.

IN WITNESS WHEREOF, Assignors have caused this instrument to be signed in its name by its proper and duly authorized corporate officer as of:

Chang G Kim

Date: 16th day of February, 2009.

SK CHEMICALS CO., LTD.
("Assignor")

By: Mr. Chang-Geun KIM

Title: President

Lee

Date: 16th day of February, 2009.

SK NETWORKS CO., LTD.
("Assignor")

By: Mr. Chang-Kyu Lee

Title: President

Jang Suk Park

Date: 16th day of February, 2009.

SKC CO., LTD.
("Assignor")

By: Mr. Jang-Suk PARK

Title: President

Young-Ho Park

Date: 16th day of February, 2009.

SK HOLDINGS CO., LTD.
("Assignor")

By: Mr. Young-Ho PARK

Title: President

Shin Bae Kim

Date: 16th day of February, 2009.

SK TELECOM CO., LTD.
("Assignor")

By: Mr. Shin-Bae KIM

Title: President

SCHEDULE A
"SK and Design"

No.	Trademark	Class	Reg. Date	Reg. No.	Serial Number
1	SK & Device	1	2008-05-06	3422863	78737593
2	SK & Device	4	2007-09-04	3287879	78737628
3	SK & Device	5	2008-04-15	3411705	78738005
4	SK & Device	6	2008-01-08	3365664	78738000
5	SK & Device	9	2008-01-08	3365665	78738011
6	SK & Device	16	2008-11-25	3537100	78737629
7	SK & Device	17	2007-09-11	3290446	78737630
8	SK & Device	25	2007-11-27	3343845	78737631
9	SK & Device	35	2007-05-29	3246381	78737632
10	SK & Device	36	2007-08-28	3285685	78737635
11	SK & Device	37	2007-10-16	3311834	78737645
12	SK & Device	38	2007-10-30	3323967	78737646
13	SK & Device	41	2007-10-16	3311835	78738014
14	SK & Device	42	2007-10-02	3301847	78737647
15	SK & Device	45	2007-06-26	3254993	78737648

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