

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
SKC Co., Ltd.		03/02/2010	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2759103	SK SK TELECOM	
CORRESPONDENCE DATA			
Fax Number:	(310)586-7800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-732-6500		
Email:	LAIPMAIL@gtlaw.com		
Correspondent Name:	Elise Tenen-Aoki		
Address Line 1:	2450 Colorado Ave., Suite 400E		
Address Line 4:	Santa Monica, CALIFORNIA 90404		
ATTORNEY DOCKET NUMBER:	070475.014400		
DOMESTIC REPRESENTATIVE			
Name:	Elise Tenen-Aoki		
Address Line 1:	2450 Colorado Ave., Suite 400E		
Address Line 4:	Santa Monica, CALIFORNIA 90404		

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 REEL: 004176 FRAME: 0906**

NAME OF SUBMITTER:	Elise Tenen-Aoki
Signature:	/ETA/
Date:	03/30/2010
Total Attachments: 1 source=014400_1#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, SKC Co., Ltd., a Korean corporation, doing business at 633, Chongja-dong, Changan-gu, Suwon, Kyonggi-do, Republic of Korea, (hereinafter referred to as the "Assignor"), is the owner of all right, title and interest in and to the trademark SK Design & SK Telecom (hereinafter referred to as "Trademark"), which is the subject of U.S. Registration No. 2,759,103 registered on September 2, 2003.

WHEREAS, SK Holdings Co., Ltd., a Korean corporation, doing business at 99, Seorin-dong, Jongro-gu, Seoul, Republic of Korea, (hereinafter referred to as the "Assignee") desires to acquire all of Assignor's right, title and interest in and to the Trademark, and registration related thereto.

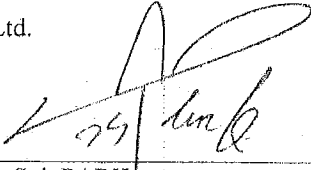
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Trademark and the U.S. Registration No. 2,759,103 related thereto along with the goodwill symbolized by such Trademark and Registration.

The Assignor further sells, assigns and transfer to Assignee any all claims, demands, or other rights occasioned from or because of any and all current or passed infringements of said Trademark together with the right to sue and collect damages and/or profits therefore, including the right to bring suit in its own name, and to receive, retain, hold and enjoy for its own use and behalf any and all damages, profits, or other recoveries or compensation on account of any infringement or suit.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed in its name by its proper and duly authorized corporate officer.

Signed at Seoul, Republic of Korea, this 2nd day of March, 2010

Assignor
SKC Co., Ltd.

By: 
Name: Jang-Suk PARK
Title: President & CEO