

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 Telecom Co., Ltd.		02/15/2012	CORPORATION: KOREA, REPUBLIC OF

RECEIVING PARTY DATA

Name:	SK Planet Co., Ltd.
Street Address:	11, Euljiro2-ga, Jung-gu
City:	Seoul 100-999
State/Country:	KOREA, REPUBLIC OF
Entity Type:	CORPORATION: KOREA, REPUBLIC OF

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	77743142	HOPPIN
Registration Number:	3921599	HOPPIN
Registration Number:	3918484	HOPPIN
Registration Number:	3918485	HOPPIN
Registration Number:	3921600	HOPPIN
Registration Number:	3921601	HOPPIN
Registration Number:	3936256	HOPPIN
Serial Number:	85008804	
Serial Number:	85008821	
Serial Number:	85008830	
Serial Number:	85008842	
Serial Number:	85008855	
Serial Number:	85008871	
Serial Number:	85008879	

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CORRESPONDENCE DATA

Fax Number: 2128135901

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-813-5900

Email: assignments@fzlj.com

Correspondent Name: CHARLES T.J. WEIGELL

Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.

Address Line 2: 866 UNITED NATIONS PLAZA

Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:

SKTC 0903398

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Charles T.J. Weigell

Signature:

/anca nicolescu/

Date:

04/26/2012

Total Attachments: 2

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ASSIGNMENT

WHEREAS, SK telecom Co., Ltd., a corporation organized and existing under the laws of Korea located at 11, Euljiro2-ga, Jung-gu, Seoul 100-999, Republic of Korea, is the owner of the trademarks listed in the attached schedule and WHEREAS, SK Planet Co., Ltd., a corporation organized and existing under the laws of Korea, located at 11, Euljiro2-ga, Jung-gu, Seoul 100-999, Republic of Korea, is desirous of acquiring the Trademarks. NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

SK telecom Co., Ltd.

By: [Signature]

Name: Bum soo SHIN

Title: IPR Team leader

Date of Signature: February 15, 2012

SCHEDULE

TRADEMARKS	SERIAL NO. / REGISTRATION NO.
hoppin	77/743,142
hoppin	3,921,599
hoppin	3,918,484
hoppin	3,918,485
hoppin	3,921,600
hoppin	3,921,601
hoppin	3,936,256
eyeball(logo)	85/008,804
eyeball(logo)	85/008,821
eyeball(logo)	85/008,830
eyeball(logo)	85/008,842
eyeball(logo)	85/008,855
eyeball(logo)	85/008,871
eyeball(logo)	85/008,879

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