

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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.		05/15/2012	CORPORATION: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	SK Planet Co., Ltd.		
Street Address:	11, Euljiro, 2-ga, Jung-gu		
City:	Seoul		
State/Country:	KOREA, REPUBLIC OF		
Postal Code:	100-999		
Entity Type:	CORPORATION: KOREA, REPUBLIC OF		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	3105837	COLORING	
Registration Number:	3545756	3D MYFACE	
Serial Number:	85204687	3D LIBRARY	
Serial Number:	85204682	3D LIBRARY	
Serial Number:	85975780	3D LIBRARY	
Serial Number:	85204678	3D LIBRARY	
Serial Number:	85217958	SIMPLEDROP	
Serial Number:	85217966	SIMPLEDROP	
Serial Number:	85218046	SIMPLESYNC	
Serial Number:	85218055	SIMPLESYNC	
Serial Number:	85358143	EARTH MESSAGE	
Serial Number:	85358146	EARTH MESSAGE	
Serial Number:	85358152	EARTH MESSAGE	
Serial Number:	85975031	3D MAGIC STORY	

TRADEMARK

Serial Number:	85975032	3D MAGIC STORY
Serial Number:	85134556	3D MAGIC STORY

CORRESPONDENCE DATA

Fax Number: 9732951308
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 973-443-3560
 Email: kimjo@gtlaw.com
 Correspondent Name: John K. Kim
 Address Line 1: 200 Park Avenue
 Address Line 4: Florham Park, NEW JERSEY 07932

ATTORNEY DOCKET NUMBER:	031425-010001
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:

NAME OF SUBMITTER:	John K. Kim
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Signature:	/John K. Kim/
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Date:	05/15/2012
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Total Attachments: 4
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ASSIGNMENT OF UNITED STATES TRADEMARKS

This Assignment is between SK TELECOM CO., LTD., a corporation organized and existing under the laws of the Republic of Korea and having a place of business at 11, Euljiro, 2-ga, Jung-gu, Seoul 100-999, Korea (hereinafter "ASSIGNOR"), and SK PLANET CO., LTD, a corporation formed and existing under the laws of the Republic of Korea and having a place of business at 11, Euljiro, 2-ga, Jung-gu, Seoul 100-999, Korea (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is the sole and exclusive owner of the marks and the U.S. trademark applications and registrations listed on attached Schedule A (collectively hereinafter "Trademark Properties").

WHEREAS, ASSIGNEE is a successor to a portion of ASSIGNOR's business to which the Trademark Properties pertain.

WHEREAS, ASSIGNEE is desirous of acquiring the entire right, interest and title in and to said Trademark Properties and the goodwill symbolized thereby as part of the assignment of the aforesaid portion of ASSIGNOR's business to ASSIGNEE.

NOW, THEREFORE, in consideration of and in exchange for the sum of one U.S. Dollar (US \$1), the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells and assigns to ASSIGNEE, its successors and assigns, the entire right, title and interest of ASSIGNOR, in and to said Trademark Properties and the goodwill symbolized thereby, together with all unsatisfied claims for damages by reason of past infringement of said Trademark Properties, with the right to sue for such damages and collect same for its own use and benefit and for the use and benefit of its successors and assigns.

ASSIGNOR hereby constitutes and appoints ASSIGNEE, its successors and assigns, the true and lawful attorney or attorneys of ASSIGNOR, with full power of substitution, for it and in its name and stead or otherwise, but at the sole expense and on behalf of and for the benefit of ASSIGNEE, its successors and assigns, to institute and prosecute from time to time, any proceedings at law, in equity or otherwise, that ASSIGNEE, its successors or assigns, may deem proper in order to assert or enforce any claim, right or title of any kind in and to the properties hereby sold and transferred, and to defend and compromise any and all actions, suits or proceedings in respect of any of said properties, and generally to do any and all such acts and things in relation thereto as ASSIGNEE, its successors or assigns, shall deem advisable, including, but not limited to, the execution and delivery of any and all assignments and instruments in furtherance hereof. ASSIGNOR declares that the appointment hereby made and the powers hereby granted are coupled with an interest and shall be irrevocable by ASSIGNOR.

This instrument and all of its terms shall inure to the benefit of and shall bind the ASSIGNOR and ASSIGNEE and their respective successors and assigns.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this instrument to be executed and delivered by their proper officers thereunto duly authorized.

SK TELECOM CO., LTD.

By: BEUM SOO SHIN
Name: BEUM SOO SHIN
Title: IPR TEAM LEADER
Date: 15/05/2012

WITNESSED:

By: [Signature]
Name: WANKI LEE
Date: 15/05/2012

SK PLANET CO., LTD


By: ICK KYUN POK
Name: ICK KYUN POK
Title: Legal VP
Date: 15/05/2012

WITNESSED:





By: [Signature]
Name: [Signature]
Date: 16/05/2012

SCHEDULE A
TRADEMARK PROPERTIES

Registrations

Mark	U.S. Registration No.	U.S. Registration Date
	3,105,837 (Class 038)	June 20, 2006
3D MYFACE	3,545,756 (Classes 038 and 042)	December 16, 2007

Applications

Mark	U.S. Application No.	U.S. Filing Date
3D LIBRARY	85/204,687 (Class 041)	December 23, 2010
3D LIBRARY	85/204,682 (Class 016)	December 23, 2010
3D LIBRARY	85/975,780 (Class 041)	December 23, 2010
3D LIBRARY	85/204,678 (Class 009)	December 23, 2010
 SimpleDrop	85/217,958 (Class 009)	January 14, 2011
 SimpleDrop	85/217,966 (Class 038)	January 14, 2011
 SimpleSync	85/218,046 (Class 38)	January 14, 2011
 SimpleSync	85/218,055 (Class 009)	January 14, 2011
EARTH MESSAGE	85/358,143 (Class 009)	June 28, 2011

Mark	U.S. Application No.	U.S. Filing Date
EARTH MESSAGE	85/358,146 (Class 038)	June 28, 2011
EARTH MESSAGE	85/358,152 (Class 042)	June 28, 2011
3D MAGIC STORY	85/975,031 (Class 016)	September 21, 2010
3D MAGIC STORY	85/975,032 (Class 041)	September 21, 2010
3D MAGIC STORY	85/134,556 (Class 009)	September 21, 2010

NJ 227,390,782v1 5-10-12

RECORDED: 05/15/2012

TRADEMARK
REEL: 004780 FRAME: 0540