

12-01-1999

MM 11/18/99



TO THE ASSISTANT COMMISSIONER FOR :

101211674

Documents or copy thereof.

1. Name of conveying party(ies): (If multiple assignors, list numerically)

1. Ruben E. Ortega 2. Joel R. Spiegel  
3. Lauri E. Bortscheller

Additional name(s) of conveying party(ies) attached?

() Yes (X) No

2. Name and address of receiving party(ies):

Name: Amazon.com, Inc.

Street Address: 1200 12<sup>th</sup> Avenue South, Suite 1200

City: Seattle State: WA ZIP: 98144

Additional name(s) of receiving party(ies) attached?

() Yes (X) No

3. Nature of conveyance:

(X) Assignment  
( ) Merger  
( ) Security Agreement  
( ) Change of Name  
( ) Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in

1 above) 1. October 25, 1999 2. October 28, 1999  
3. November 18, 1999

4. Application number(s) or Patent number(s):

(X) Application(s) filed herewith  
Execution Date(s): 1. October 25, 1999  
2. October 28, 1999  
3. October 25, 1999( ) Patent Application No.:  
Filing Date:( ) Patent No.:  
Issue Date:

09/442677

Additional numbers attached? ( ) Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ronald J. Schoenbaum  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
Customer No. 20,995

Internal Address: Sixteenth Floor

Street Address: 620 Newport Center Drive

City: Newport Beach State: CA ZIP: 92660

Attorney's Docket No.: AMAZON.016A

7. Total fee (37 CFR 3.41): \$40.00

(X) Enclosed

( ) Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and patents involved: 1

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

Ronald J. Schoenbaum  
Name of Person Signing

Signature

Date

11-18-99

38,297

Registration No

Total number of pages including cover sheet, attachments and document: 4

Mail documents to be recorded with required cover sheet information to:

12/01/1999 DWSUYEN 00000084 09442677

01 FC:581

40.00 OP

Assistant Commissioner for Patents  
Box Assignments  
Washington, D.C. 20231HEADOC:ROS/ROS-1634.DOC\nds  
11/18/99PATENT  
REEL: 010399 FRAME: 0540

ASSIGNMENT

WHEREAS. We, Ruben E. Ortega, a United States citizen, residing at <sup>7514 24th</sup> ~~4712 33rd~~ Avenue, NE, Seattle, WA 98105, Joel R. Spiegel, a United States citizen, residing at 14026 227th Avenue, NE, Woodinville, WA 98072 and Lauri E. Bortscheller, a United States citizen, residing at 301 E. Roy #46, Seattle, WA 98102 have invented certain new and useful improvements in a SYSTEM AND METHOD FOR EXPOSING POPULAR CATEGORIES OF A BROWSE TREE for which we have executed an application for Letters Patent in the United States, on evendate herewith;

AND WHEREAS. AMAZON.COM, <sup>Inc.</sup> (hereinafter "ASSIGNEE"), a <sup>Delaware</sup> ~~Washington~~ Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle, WA 98144. desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 25 day of October 1991

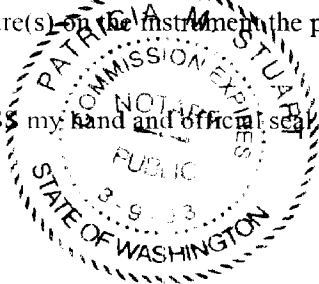
  
Ruben E. Ortega


STATE OF Washington }  
COUNTY OF King } ss.

On 10-25-91, before me, PATRICIA M STUART, personally appeared Ruben E. Ortega personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

[SEAL]



  
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28 day of October 1999.

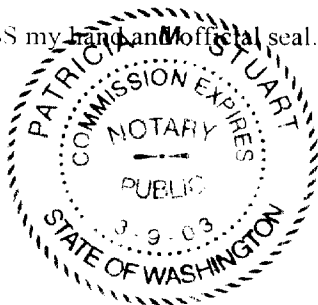
Joel R. Spiegel  
Joel R. Spiegel

STATE OF Washington }  
COUNTY OF King } ss.

On 10-28-99, before me, PATRICK M STUART, personally appeared Joel R. Spiegel personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument

WITNESS my hand and official seal.

[SEAL]



Patrick M Stuart  
Notary Signature

Application No.: UNKNOWN  
Filing Date: HEREWITH

PATENT  
Client Code: AMAZON.016A  
Page 3

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 18 day of November 1999

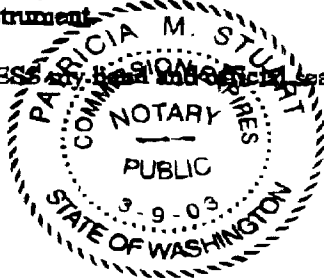
Lauri E. Bortscheller  
Lauri E. Bortscheller

STATE OF Washington  
COUNTY OF King ] ss.

On 18-Nov-99 before me, Lauri E. Bortscheller, personally appeared Lauri E. Bortscheller personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Patricia M Stuart  
Notary Signature

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