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U.S. DEPT. OF COMMERCE

10.00	LITTO CITE!	PATENT AND TRADEMARK OFFICE
To The Honorable Commissioner of Patents and Tradem	narks: Please record the atta	ched original documents or copy thereof.
<ol> <li>Name of conveying party(ies): STEPHANE ST-MICHEL, CHRIS J. GUZAK, and AUTUMN F.G. NEUALT</li> <li>Additional name(s) of conveying party(ies) attached?</li> <li>Yes ⋈ No</li> </ol>	Name and address of     Name:     Street Address:	receiving party(ies):  Microsoft Corporation  One Microsoft Way
3. Nature of Conveyance:	City: State: Zip: Additional name(s) &	Redmond  Washington  98052  address(es) attached? □ Yes  No
<ul><li>Autumn F.G. Neault</li><li>4. Application number(s) or patent number(s):</li><li>If this document is being filed together with a new application.</li></ul>	1	the application is: November 30, 2000
A. Patent Application No.(s):  O9   13   215 Additional nu	B. Patent No.(s):	≅ No
<ol> <li>Name and address of party to whom correspondence concerning document should be mailed:</li> <li>Name: Kevin D. Robb</li> </ol>	6. Total number of applic	cations and patents involved: 1
Internal Address: Shook, Hardy & Bacon L.L.P. One Kansas City Place  Street Address: 1200 Main Street  City: Kansas City	⊠ Enclosed	1) \$40 charged to deposit account
State: Missouri Zip: 64105-2118	8. Deposit Account No.:	19-2112 y of this page if paying by deposit account)
DO NO	T USE THIS SPACE	
9. Statement and signature.  To the best of my knowledge and belief, the foregoing information original document.  Kevin D. Robb	formation is true and correct	and any attached copy is a true copy of the $12/6/\infty$
Total number of pages including control of pages included co	d with required cover sheet i	nformation to: ectual Property

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## **ASSIGNMENT**

WHEREAS, we, Stephane St-Michel, of Woodinville, County of King, State of Washington, Chris J. Guzak, of Kirkland, County of King, State of Washington, and Autumn F.G. Neault, of Redmond, County of King, State of Washington, (hereinafter referred to as ASSIGNORS), are the joint inventors of an invention entitled METHOD AND SYSTEM FOR DETECTING CONTENT ON MEDIA AND DEVICES AND LAUNCHING APPLICATIONS TO RUN THE CONTENT, as described and claimed in the specification forming part of an application for United States letter patent executed herewith. I hereby claim priority benefits under Title 35, United States Code, Section 119(e) of any United States provisional application listed below: Serial No. 60/198,977 filed April 21, 2000.

WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at One Microsoft Way, Redmond, WA 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

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Assignme.DOC

EXECUTED this 30th day of Nov , 2000

Stephane St-Michel

STATE OF WASHINGTON

: ss.

COUNTY OF KING

Before me personally appeared Stephane St-Michel, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

SEAL

My Commission Expires:

Assignme.DOC

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EXECUTED this <u>30</u> day of \_\_\_\_\_\_\_, 2000.

Chris J. Guzak

STATE OF WASHINGTON

: ss.

COUNTY OF KING

Before me personally appeared Chris J. Guzak, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

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SEAL

My Commission Expires:

11/01/2000

EXECUTED this 4 day of Decouhor, 2000.

Autumn F.G. Neault

STATE OF WASHINGTON

: ss.

COUNTY OF KING

Before me personally appeared Autumn F.G. Neault, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

SEAL

My Commission Expires:

Assignme DOC

**RECORDED: 12/06/2000**