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To the Honorable Commissioner of Patents &

document(s) or copy thereof.

1. Name of conveying party(ies) (assignor(s)):

Teresa MAH, Hendricus D. J. HOEK, and Ying LI

Off 25/02

Additional name(s) of conveying party(ies) attached? yes no

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Microsoft Corporation

Address: One Microsoft Way

City: Redmond State: WA Zip: 98052

Country: U.S.A.

Additional name(s) & address(es) attached? yes no

3. Nature of Conveyance:

- Assignment
- Merger
- Change of Name
- Verified Translation
- Security Agreement
- Other _____

Execution Date: January 25, 2002

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

If this document is being filed together with a new application, the execution date(s) of the application is: January 25, 2002

A. Patent Application No(s).

B. Patent No(s).

Others on additional sheet(s) attached? Yes No

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

James J. Barta, Jr.
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6. Total number of applications and patents involved:
Application(s) 1 + Patent(s): = Total 1

7. Total Fee (37 CFR 3.41) \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit Account Number: 19-1345
(Duplicate copy of this sheet attached)
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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.

James J. Barta, Jr.
Name of Person Signing

James J. Barta, Jr.
Signature

January 25, 2002
Date

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

6

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventorship..... Mah et al.
Applicant..... Microsoft Corporation
Attorney's Docket No. MSFT 4966
MS Docket No. MS#183302.1
Title: METHOD AND SYSTEM FOR CLICKPATH FUNNEL ANALYSIS

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Teresa Mah
15918 NE 83rd Court
Redmond, Washington 98052

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Ying Li
14511 NE 58th Street
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Assignee:

Microsoft Corporation
Corporation in the State of Washington
One Microsoft Way
Redmond, WA 98052

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "METHOD AND SYSTEM FOR CLICKPATH FUNNEL ANALYSIS," as described and claimed in the specification forming part of an application for United States letters patent referenced above;


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, ASSIGNOR(S) hereby sell, assign and transfer unto 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 ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) 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.

January 25, 2002
Date

Teresa Mah
Teresa Mah

January 25, 2002
Date



Hendricus D. J. Hoek

January 25, 2002
Date

Ying Li
Ying Li