

11-14-2002

EV188390221

Form PTO-1595  
(Rev. 03/01)

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

OMB No. 0651-0027 (exp. 5/31/2002)

102280469

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

11002 U.S. PTO  
10/286053  
11/01/02

1. Name of conveying party(ies):  
Yu-Fei Ma  
Lie Lu  
Hong-Jiang Zhang  
  
Additional name(s) of conveying party(ies) attached?  Yes  No

11-1-02

2. Name and address of receiving party(ies)  
Name: Microsoft Corporation  
Internal Address: \_\_\_\_\_  
Street Address: One Microsoft Way  
City: Redmond State: WA Zip: 98052  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: 10/31/2002

4. Application number(s) or patent number(s):  
If this document is being filed together with a new application, the execution date of the application is: 10/31/02  
A. Patent Application No.(s)  
B. Patent No.(s)  
Additional numbers attached?  Yes  No

10,286,053

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Brian G. Hart, Reg. No. 44,421  
Internal Address: Lee & Hayes, PLLC  
Street Address: 421 West Riverside Avenue  
Suite 500  
City: Spokane State: WA Zip: 99201

6. Total number of applications and patents involved: 1  
7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 12-0769  
(Attach duplicate copy of this page if paying by deposit account)

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01 FC:8021 40.00 CH

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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.*  
Brian G. Hart, Reg. No. 44,421  
Name of Person Signing  
  
Signature  
  
Date 11/01/02

Total number of pages including cover sheet, attachments, and documents: 7

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

Attorney Docket No. MS1-1278US  
MS Docket No. 301643.1  
Serial No. (if known) Unknown

FV100300221

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial Number.....  
Filing Date..... Executed Concurrently Herewith  
Inventorship..... Ma et al.  
Applicant..... Microsoft Corporation  
Attorney's Docket No. .... MS1-1278US  
MSDocket No. .... 301643.1  
Title: Systems and Methods for Generating a Comprehensive User Attention Model

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

**Assignor(s):**

Yu-Fei Ma  
5F, Beijing Sigma Center  
No. 49, Zhichun Road, Haidian District  
Beijing, P.R. China 100080

Lie Lu  
5F, Beijing Sigma Center  
No. 49, Zhichun Road, Haidian District  
Beijing, P.R. China 100080

Hong-Jiang Zhang  
Jingshun Road, Chaoyang District  
Beijing, P.R. China 100015

**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 "Systems and Methods for Generating a Comprehensive User Attention Model," as described and claimed in the specification forming part of an application for United States letters patent referenced above;

Attorney Docket No. MS1-1278US  
MS Docket No. 301643.1  
Serial No. (if known) Unknown

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.



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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.

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Date

\_\_\_\_\_  
Yu-Fei Ma

\_\_\_\_\_  
Date

\_\_\_\_\_  
Lie Lu

Oct. 31 2002

\_\_\_\_\_  
Date

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Hong-Jiang Zhang