

05-07-2004

U.S. DEPARTMENT OF COMMERCE



FR SHEET

Patent and Trademark Office  
Docket No. MFPC.111582

4-30-04

102740374

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

17497 U.S. PTO  
10/835309



1. Name of conveying parties:  
Arnold N. BLINN and Jerry KOH

Individuals       Association  
 General Partnership       Limited Partnership  
 Corporation-State       Other

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: Microsoft Corporation  
Street Address: One Microsoft Way  
City: Redmond, State: Washington ZIP: 98052

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

Assignment       Merger  
 Security Agreement       Change of Name  
 Other:

Execution Date: April 27, 2004

4. Application number(s) or patent number(s): **10835309**

If this document is being filed together with a new application, the execution date of the application is: April 27, 2004

A. Patent Application No.(s)      B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Scott B. Strohm  
SHOOK, HARDY & BACON L.L.P.  
2555 Grand Boulevard  
Kansas City, Missouri 64108

6. Total number of applications and patents involved: 1

7. Total fee (37 C.F.R. § 3.41): \$40.00

Enclosed  
 Authorized to be charged to deposit account, referencing Attorney Docket MFPC.111582


8. Deposit account number: 19-2112

The Commissioner is hereby authorized to charge any fees under 37 C.F.R. § 1.21 that may be required by this paper, or to credit any overpayment to Deposit Account No. 19-2112.

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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.

Name: Kerry H. Owens            April 30, 2004  
Registration No: 37,412      Signature      Date

Total number of pages comprising cover sheet, attachments and document: 3

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01 FC:8021 40.00 DA

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**PATENT**  
**REEL: 015289 FRAME: 0673**

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

Serial Number:

Filing Date:

Inventorship: **Arnold N. BLINN, et al.**

Applicant: **Microsoft Corporation**

Attorney's Docket No. : **MFCP.111582**

Microsoft No.: **307315.1**

Title: **SYSTEM AND METHOD FOR SELECTION OF MEDIA ITEMS**

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

**Assignors:**

Arnold N. Blinn  
9401 NE 27<sup>th</sup> Street  
Bellevue, Washington 98004

Jerry Koh  
11418 179<sup>th</sup> Court NE  
Redmond, Washington 98052

**Assignee:**

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

**AGREEMENT**

WHEREAS, ASSIGNORS (listed above) are the inventors of an invention entitled "SYSTEM AND METHOD FOR SELECTION OF MEDIA ITEMS," as described and claimed in the specification forming part of an application for United States Letters Patent referenced above.

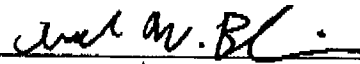
WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington, having a place of business at One Microsoft Way, Redmond, WA 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in

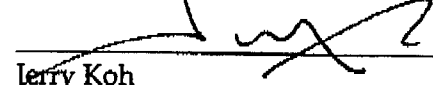
and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS 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 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 therefore.

4/27/04  
Date

4/27/04  
Date

  
Arnold N. Blinn

  
Jerry Koh