

Form PTO-1595  
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**Attorney Docket No. MS1.2162US**

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

1. Name of conveying party(ies):  
David de Heer  
  
Additional name(s) of conveying party(ies) attached?  Yes  No

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: 11/09/04

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: .  
A. Patent Application No.(s)  
10/989,083, filed 11/15/2004

B. Patent Registration No.(s)  
  
Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
  
Name: Lee & Hayes, PLLC  
  
Internal Address:  
  
421 W. Riverside, Suite 500  
Spokane, WA 99201, 509-324-9256  
  
City: Spokane State: WA Zip 99201

6. Total number of applications and patents involved  
  
7. Total fee (37 CFR 3.41)..... \$ 40.00  
 Enclosed  
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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.*

Kayla D. Brant, Reg# 46576

Name of Person Signing

  
Signature

1/27/05  
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CH \$40.00 120769 10989083

Attorney Docket No. MS1-2162US  
MS Docket No. 309715.01

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

Serial Number..... 10/989,083  
Filing Date..... 11-15-2004  
Inventorship..... David de Heer  
Applicant..... Microsoft Corporation  
Attorney's Docket No. .... MS1-2162US  
MS Docket No..... 309715.01  
Title: Promoted Listings

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

David de Heer  
322 Glenwood Ave.  
Woodside, CA 94062  
United States

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 "Promoted Listings," for which:

a provisional application for United States Letters Patent was filed on.....and was given U.S. Serial No. ...and/or

a non-provisional application for United States Letters Patent was:

filed on <sup>11-15-04</sup>.....and was given U.S. Serial No. ; 10/989,083


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

Attorney Docket No. MS1-2162US  
MS Docket No. 309715.01

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 therefore 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 therefore.

11-9-04  
Date

  
David de Heer