

FORM PTO-1595

(Rev. 6-93)

OMB No. 0651-0011 (exp. 4/94)

M&G- 50037.293US01

RECORDATION FORM COVER SHEET
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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

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

1. Name of conveying party(ies):

1. Dmitriy Meyerzon
2. Stephen Edward Robertson
3. Hugo Zaragoza
4. Dr. Michael J. Taylor

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

Microsoft Corporation
One Microsoft Way
Redmond, Washington 98052

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ NoAdditional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- | | |
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Execution Date: Nos. 1-3: 09/29/04; No. 4: 09/28/04

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)

B. Patent No.(s)

10/955,462

Additional numbers attached? ☐ Yes ☒ No

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

Name: Joshua W. Korver
Address: Merchant & Gould P.C.
P.O. Box 2903
Minneapolis, MN 55402-0903

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$40

- ☒ Enclosed
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8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

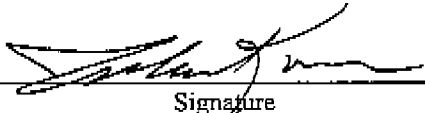
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joshua W. Korver

Name of Person Signing



Signature

January 31, 2005

Date

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27488

PATENT TRADEMARK OFFICE

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PATENT
REEL: 015639 FRAME: 0878

OP \$40.00 10955462

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Filing Date Executed Concurrently Herewith
Inventorship Dmitry Meyerzon et al.
Applicant Microsoft Corporation
Attorney's Docket No. 50037.293US01
MS Docket No. 309529.1
Title: SYSTEM AND METHOD FOR INCORPORATING ANCHOR TEXT INTO RANKING
SEARCH RESULTS

PATENT ASSIGNMENT**PARTIES TO THE ASSIGNMENT****Assignor(s):**

Dmitriy Meyerzon
2680 139th Avenue SE #116
Bellevue, Washington 98005

Stephen Edward Robertson
180 Camberwell Grove
London SE5 8RH, U.K.

Hugo Zaragoza
47 Eden Street
Cambridge CB1 1EL, U.K.

Dr. Michael J. Taylor
14 Oxford Road
Cambridge CB4 3PW, U.K.

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 "SYSTEM AND METHOD FOR INCORPORATING ANCHOR TEXT INTO RANKING SEARCH RESULTS," 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 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.

9/29/2004
Date

Dmitriy Meyerzon
Dmitriy Meyerzon

Date

Stephen Edward Robertson

Date

Hugo Zaragoza

Date

Dr. Michael J. Taylor

PATENT

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Date

Dmitriy Meyerzon

29 September 2004
Date

SEB
Stephen Edward Robertson

29 Sept. 2004
Date

Hugo Zaragoza
Hugo Zaragoza

Date

Dr. Michael J. Taylor

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Date

Dmitriy Meyerzon

Date

Stephen Edward Robertson

Date

Hugo Zaragoza

28 Sept 2004

Date



Dr. Michael J. Taylor

PATENT