

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Kumar H. Chellapilla</td> <td>01/31/2005</td> </tr> <tr> <td>Patrice Y. Simard</td> <td>01/31/2005</td> </tr> </tbody> </table>		Name	Execution Date	Kumar H. Chellapilla	01/31/2005	Patrice Y. Simard	01/31/2005
Name	Execution Date						
Kumar H. Chellapilla	01/31/2005						
Patrice Y. Simard	01/31/2005						
RECEIVING PARTY DATA							
Name:	Microsoft Corporation						
Street Address:	One Microsoft Way						
City:	Redmond						
State/Country:	WASHINGTON						
Postal Code:	98052						
PROPERTY NUMBERS Total: 1							
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11046996</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11046996		
Property Type	Number						
Application Number:	11046996						
CORRESPONDENCE DATA							
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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Total Attachments: 1 source=MS310905.01.Assignment#page1.tif							

OP \$40.00 11046996

PATENT ASSIGNMENT

We, Kumar H. Chellapilla and Patrice Y. Simard ("ASSIGNORs"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEGMENTATION-BASED CONTENT ALTERATION TECHNIQUES" ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNORs hereby authorize and request, ASSIGNEE'S legal representatives, of Amin and Turocy, LLC, 1900 E. 9th Street, Cleveland, Ohio 44114, who are associated with customer number 27195, to insert here in parenthesis (U.S. Serial No. 11/046,996 , filed 1/31/05) this APPLICATION's U.S. Serial Number and filing date, when known;
- was filed on and was given U.S. Serial No.;
- is filed concurrently herewith;

Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

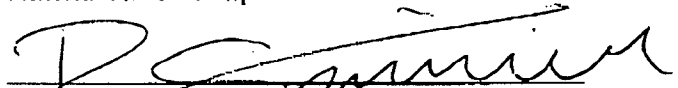
For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNORs, the ASSIGNORs hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNORs agree to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

1/31/05
DATE

1/31/05
DATE


Kumar H. Chellapilla


Patrice Y. Simard