
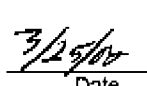


Form PTO-1595 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)		RECORDATION FORM COVER SHEET PATENTS ONLY		U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office	
				Attorney Docket No. MS1.2307US	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
1. Name of conveying party(ies): Brion G. Stone Eric W Hebenstreit Emmanuel Miranda-Steiner Lucius B.C.A. Fleuchaus Oliver I. Wallace Scott D. Stacey Arnold Neil Blinn Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Other . Execution Date: 3/18/05; 3/22/05; 3/17/05		<input type="checkbox"/> Merger <input type="checkbox"/> Change of Name			
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) 11/057,420, filed 2/14/2005 Additional number(s) attached <input type="checkbox"/> Yes <input type="checkbox"/> 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 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: 12-0769 (Attach duplicate copy of this page if paying by deposit account)			
DO NOT USE THIS SPACE					
9. Statement and signature. <i>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.</i> William J. Breen, III, Reg# 45313 Name of Person Signing  Signature  Date					
Total number of pages including cover sheet, attachments, and document:					

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

Attorney Docket No. MS1-2307US
MS Docket No. 310064.01
Serial No. 11/057420

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number.....11/057420
Filing Date.....2/14/2005
Inventorship.....Brion G. Stone
Applicant.....Microsoft Corporation
Attorney's Docket No.MS1-2307US
MSDocket No.....310064.01
Title: Branded Content

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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Bellevue, WA 98004

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
"Branded Content," 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 2/14/2005 and was given
U.S. Serial No. 11/057,420; or filed concurrently herewith.

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.

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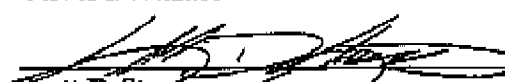

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