

PATENT ASSIGNMENT

Electronic Version v1.1
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| 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>Alexander Frank</td> <td>03/28/2005</td> </tr> <tr> <td>James S. Duffus</td> <td>03/28/2005</td> </tr> </tbody> </table> | | Name | Execution Date | Alexander Frank | 03/28/2005 | James S. Duffus | 03/28/2005 |
| Name | Execution Date | | | | | | |
| Alexander Frank | 03/28/2005 | | | | | | |
| James S. Duffus | 03/28/2005 | | | | | | |
| 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>11092041</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 11092041 | | |
| Property Type | Number | | | | | | |
| Application Number: | 11092041 | | | | | | |
| CORRESPONDENCE DATA | | | | | | | |
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| NAME OF SUBMITTER: | Jeffrey K. Berger | | | | | | |
| Total Attachments: 1 source=as40620#page1.tif | | | | | | | |

CH \$40.00 11092041

PATENT ASSIGNMENT

WE, Alexander Frank and James S. Duffus ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "MEASURING AD SCREEN EXPOSURE" ("APPLICATION"), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of MARSHALL, GERSTEIN & BORUN LLP, who are associated with customer number 45373, to insert here in parenthesis (U.S. Serial No. 11/092,041, filed March 29, 2005) 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 ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees 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).

3/28/2005
DATE

/Alexander Frank/
Alexander Frank

March 28, 2005
DATE

/James S. Duffus/
James S. Duffus