



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. MS1.2364US					
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.					
1. Name of conveying party(ies): Geoffrey R Smith Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input 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, <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name Execution Date: 06/06/2005		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) 11/146,816, filed 6/6/2005 B. Patent Registration No.(s) Additional number(s) attached <input type="checkbox"/> Yes <input checked="" 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 <input checked="" type="checkbox"/> 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> David A. Morasch, Reg# 42905 Name of Person Signing  Signature  Date Total number of pages including cover sheet, attachments, and document: 3					

Mail documents to be recorded with required cover sheet information to:
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CH \$40.00 120769 11146816

Attorney Docket No. MS1-2364US
MS Docket No. 311296.01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial Number.....
Filing Date.....
Inventorship.....Smith et al.
Applicant.....Microsoft Corporation
Attorney's Docket No.MS1-2364US
MSDocket No.....311296.01
Title: DVR-Based Targeted Advertising

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Geoffrey R Smith
572 Franklin St.
Mountain View, CA 94040

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 "DVR-Based Targeted Advertising," 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 6/6/05 and was given U.S. Serial No. 11/146,816; 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

PATENT

REEL: 016376 FRAME: 0393

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.

Jun 6, 2005
Date

Geoffrey R. Smith
Geoffrey R. Smith