

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. MS1.2662US

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

1. Name of conveying party(ies):
David L. de Heer

Additional name(s) of conveying party(ies) attached? Yes 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? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **09/28/2005.**

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)
11/239,763, filed 9/30/2005

Additional number(s) attached Yes No

B. Patent Registration No.(s)

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 **11**

7. Total fee (37 CFR 3.41)..... \$40.00
 Enclosed
 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.
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.

Kayla D. Brant, Reg# 46576

 Name of Person Signing

Kayla D. Brant

 Signature

11/2/05

 Date

Total number of pages including cover sheet, attachments, and document: **3**

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

CH \$40.00 120769 11239763

MS Docket No. 313628.01
(OC Docket No. MS1-2662US)

PATENT ASSIGNMENT

I, David L. de Heer ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "In-Program Content Targeting" ("APPLICATION"), which:


- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Lee & Hayes, PLLC, 421 W. Riverside Avenue, Suite 500, Spokane, Washington 99201, who are associated with customer number 22801, to insert here in parenthesis (U.S. Serial No. 11/239,763, filed 9/30/2005) 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).

9-28-05
DATE


David L. de Heer