

PATENT ASSIGNMENT

I/WE, Mark Wagner, Thomas H. Taylor, Peter J. Potrebic, Landon Dyer ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Strategies for Controlling Presentation of Media Information Based on a Sampling of Customer Playback Behavior" ("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/ 256, 863 filed 10/24/05) 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 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).

10/20/05

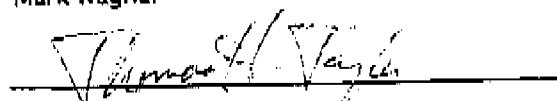
DATE



Mark Wagner

10/20/05

DATE



Thomas H. Taylor

DATE

Peter J. Potrebic

10/20/2005

DATE



Landon M. Dyer

MS Docket No. 314072.01
(OC Docket No. MS1-2743US)

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