# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
Alex A. Simons	02/13/2006
Wan Li Zhu	01/24/2006
Chris Shoring	02/13/2006
David C. West	02/07/2006

#### **RECEIVING PARTY DATA**

Name:	Microsoft Corporation
Street Address:	One Microsoft Way
City:	Redmond
State/Country:	WASHINGTON
Postal Code:	98052

### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11353772

#### **CORRESPONDENCE DATA**

Fax Number: (312)474-0448

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3124746300

Email: docket@marshallip.com

Correspondent Name: William J. Kramer
Address Line 1: 233 S. Wacker Drive
Address Line 2: 6300 Sears Tower

Address Line 4: Chicago, ILLINOIS 60606-6357

ATTORNEY DOCKET NUMBER:	30835/315310
NAME OF SUBMITTER:	William J. Kramer

PATENT REEL: 017629 FRAME: 0784

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**PATENT** 

**REEL: 017629 FRAME: 0785** 

MS Docket No. 315310.01 (OC Docket No. 30835/315310)

## PATENT ASSIGNMENT

We, Alex A. Simons, Wan Li Zhu	, Chris Shoring, David C. West ("ASSIGNOR"), have
	ed and/or claimed in a patent application entitled
"Collecting CRM Data for Feedback" ("APPLICA"	TION"), which:
will be filed without this ex	ecuted PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes, and requests, A	ASSIGNEE'S legal representatives, of Marshall,
Gerstein & Borun LLP, who	are associated with customer number 45373, to
	U.S. Serial No. <u>11/353,772</u> ,
•	this APPLICATION's U.S. Serial Number and
filing date, when known;	<del></del>
<del>-</del>	.S. Serial Number and filing date, when known;
was filed on	and was given U.S. Serial No;
is filed concurrently herewi	<del>-</del>
Microsoft Corporation, a Washir	ngton Corporation, on behalf of itself and its
successors and assigns ("ASSIGNEE"), is entitled	d to, and is desirous of acquiring, the entire and
exclusive rights, title and interest in the INVEN	TION and the APPLICATION (and all other
applications and patents derived therefrom, su	ch as continuing applications, in and for the
United States, its territories, and all foreign cou	antries ("APPLICATION DERIVATIVES"));
For good and valuable considera	ation, the receipt of which is hereby
acknowledged by the ASSIGNOR, the ASSIGNOR	l 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 a <mark>nd prosecution of the APPLICATION</mark> (a	nd APPLICATION DERIVATIVES), for litigation
regarding letters patent derived therefrom, and	for the purpose of protecting and perfecting
itle to the APPLICATION (and APPLICATION DE	RIVATIVES).
- / - / /	10000
02/13/2006	Alex J. Jemans
DATE '	Alex A. Simons
DATE	Wan Li Zhu
A A ****	
DATE	Chris Shoring
DATE	David C West

PATENT REEL: 017629 FRAME: 0786

## PATENT ASSIGNMENT

We, Alex A. Simons, Wan Li Zhu, C invented subject matter ("INVENTION") disclosed "Collecting CRM Data for Feedback" ("APPLICATION")	Thris Shoring, David C. West ("ASSIGNOR"), have and/or claimed in a patent application entitled ON"), which:
	uted PATENT ASSIGNMENT. ASSIGNOR nereby
authorizes, and requests, ASS	GIGNEE'S legal representatives, of Marshall,
Gerstein & Borun II P. who are	e associated with customer number 45373, to
insert here in parenthesis (1)	5. Serial No. <u>11/353,772</u>
	j this APPLICATION's U.S. Serial Number and
filing date, when known;	2 mora releasion 3 0.3. Serial National Bille
	Serial Number and filing date, when known;
was filed on and	d was given U.S. Serial No;
is filed concurrently herewith	
	on Corporation, on behalf of itself and its
successors and assigns ("ASSIGNEE"), is entitled to	o, and is desirous of acquiring, the entire and
exclusive rights, title and interest in the INVENTION	ON 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 count	ries ("APPLICATION DERIVATIVES")):
For good and valuable consideration	on, the receipt of which is hereby
acknowledged by the ASSIGNOR, the ASSIGNOR h	ereby sells, assigns and transfers to the
ASSIGNEE, the entire and exclusive rights, title an	d interest in the INVENTION and the
APPLICATION (and APPLICATION DERIVATIVES);	
ASSIGNOR agrees to execute all ins	struments and documents required for the
making and prosecution of the APPLICATION (and	APPLICATION DERIVATIVES), for litigation
regarding letters patent derived therefrom, and for	or the purpose of protecting and perfecting
: the to the APPLICATION (and APPLICATION DERIV	ATIVES).
	,
DATE	Alex A. Simons
1/24/06	110 f.Z
	Wan I'
DATE	Wan Li Zhu
	The state of the s
DATE	Chris Shoring
D. L. T.	
DATE	David C. West

PATENT REEL: 017629 FRAME: 0787

# PATENT ASSIGNMENT

PAICHIAS	TO THE PARTY ACCIONADE have
We, Alex A. Simons, Wan Li Zhu, Ch	nris Shoring, David C. West ("ASSIGNOR"), have
invented subject matter ("INVENTION") disclosed a	ind/or claimed in a patent application entitled
"Callecting CPM Data for Feedback" ("APPLICATION	N"), which:
will be filed without this execu	ited PATENT ASSIGNMENT. ASSIGNOR HELEDY
authorizes, and requests, ASSI	IGNEE'S legal representatives, of Marshall,
Gerstein & Borun LLP, who are	associated with customer number 45373, to
insert here in parenthesis (U.S	. Serial No. <u>11/353,772</u> ,
filed FEBRUARY 14, 2006	) this APPLICATION's U.S. Serial Number and
filing date, when known;	
filed) this APPLICATION'S U.S.	Serial Number and filing date, when known;
was filed on and	d was given U.S. Serial No;
is filed concurrently herewith;	
Microsoft Corporation, a Washingto	on Corporation, on behalf of itself and its
successors and assigns ("ASSIGNEE"), is entitled to	o, and is desirous of acquiring, the entire and
ovelusive rights, title and interest in the INVENTIC	ON 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 count	ries ("APPLICATION DERIVATIVES"));
For good and valuable consideration	on, the receipt of which is hereby
acknowledged by the ASSIGNOR, the ASSIGNOR he	ereby sells, assigns and transfers to the
ASSIGNEE, the entire and exclusive rights, title an	d interest in the INVENTION and the
APPLICATION (and APPLICATION DERIVATIVES);	
ASSIGNOR agrees to execute all ins	struments and documents required for the
making and prosecution of the APPLICATION (and	APPLICATION DERIVATIVES), for litigation
regarding letters patent derived therefrom, and for	or the purpose of protecting and perfecting
title to the APPLICATION (and APPLICATION DERIV	/ATIVES).
title to the APPLICATION (and APPLICATION DEMV	7,7,11,7
DATE	Alex A. Simons
DATE	
DATE	Wan Li Zhu
1 /	
2/13/06	(les XI)
DATE	Chris Shoring
arr tt w	
DATE	David C. West

PATENT REEL: 017629 FRAME: 0788

MS Docket No. 315310.01 (OC Docket No. 30835/315310)

### PATENT ASSIGNMENT

	is, Wan Li Zhu, Chris Shoring, David C. West ("ASSIGNOR"), have FION") disclosed and/or claimed in a patent application entitled
will be filed w authorizes, a Gerstein & Bo	rithout this executed PATENT ASSIGNMENT. ASSIGNOR hereby and requests, ASSIGNEE'S legal representatives, of Marshall, run LLP, who are associated with customer number 45373, to parenthesis (U.S. Serial No. 11/353,772,
	RY 14, 2006 this APPLICATION's U.S. Serial Number and
filing date, wh	·
	LICATION's U.S. Serial Number and filing date, when known;
	and was given U.S. Serial No; rrently herewith;
	tion, a Washington Corporation, on behalf of itself and its
exclusive rights, title and interest applications and patents derived united States, its territories, and acknowledged by the ASSIGNOR, ASSIGNEE, the entire and exclusive APPLICATION (and APPLICATION E ASSIGNOR agrees to making and prosecution of the AF	o execute all instruments and documents required for the PPLICATION (and APPLICATION DERIVATIVES), for litigation rerefrom, and for the purpose of protecting and perfecting
DATE	Alex A. Simons
DATE	Wan Li Zhu
DATE	Chris Shoring
2/7/06	Mar Collar
DATE '	David C. West

PATENT REEL: 017629 FRAME: 0789

**RECORDED: 05/17/2006**