

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Alex A. Simons</td><td>02/13/2006</td></tr><tr><td>Wan Li Zhu</td><td>01/24/2006</td></tr><tr><td>Chris Shoring</td><td>02/13/2006</td></tr><tr><td>David C. West</td><td>02/07/2006</td></tr></tbody></table>	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	
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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											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11353772</td></tr></tbody></table>	Property Type	Number	Application Number:	11353772							
Property Type	Number										
Application Number:	11353772										
CORRESPONDENCE DATA											
Fax Number:	(312)474-0448										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	docket@marshallip.com										
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ATTORNEY DOCKET NUMBER:	30835/315310										
NAME OF SUBMITTER:	William J. Kramer										

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PATENT
REEL: 017629 FRAME: 0784

Total Attachments: 4

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PATENT ASSIGNMENT

We, Alex A. Simons, Wan Li Zhu, Chris Shoring, David C. West ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Collecting CRM Data for Feedback" ("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. 11/353,772, 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 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).

02/13/2006
DATE

Alex A. Simons
Alex A. Simons

DATE

Wan Li Zhu

DATE

Chris Shoring

DATE

David C. West

PATENT ASSIGNMENT

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DATE

1/24/06

DATE

DATE

DATE

Alex A. Simons

Wan Li Zhu

Wan Li Zhu

Chris Shoring

David C. West

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DATE

Alex A. Simons

DATE

Wan Li Zhu

2/13/06
DATE


Chris Shoring

DATE

David C. West

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DATE

Alex A. Simons

DATE

Wan Li Zhu

DATE

Chris Shoring

2/7/06
DATE



David C. West