

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Li Li	07/10/2006
Tarek Najm	07/14/2006
Ying Li	08/04/2006
Zeng Chen	09/21/2006
Hua-Jun Zeng	09/21/2006
Ke Tang	09/21/2006
Zhifeng Yang	09/21/2006
FengPing Zeng	10/10/2006
Xianfang Wang	09/21/2006
Xiaofeng Dai	09/21/2006
Benyu Zhang	09/21/2006
Jian Wang	10/10/2006

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:	11378323

CORRESPONDENCE DATA

Fax Number: (202)783-4211

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

Phone: 2027838400

Email: rboyden@shb.com

PATENT

500163343

REEL: 018378 FRAME: 0471

CH \$40.00 11378323

Correspondent Name: Tremayne Norris
Address Line 1: 2555 Grand Boulevard
Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	MFCP.126907
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NAME OF SUBMITTER:	Tremayne Norris
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PATENT ASSIGNMENT

I, Li Li, Tarek Najm, Ying Li, Zheng Chen, Hua-Jun Zeng, Ke Tang, Zhifeng Yang, FengPing Zeng, Xianfang Wang, Xiaofeng Dai, Benyu Zhang, Jian Wang ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled " ADVERTISING SERVICE BASED ON CONTENT AND USER LOG MINING " ("APPLICATION"), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, who are associated with customer number, to insert here in parenthesis (U.S. Serial No. 11/378,323, filed March 20, 2006) 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).

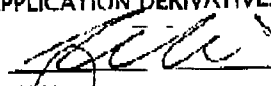
7/10/06
DATE

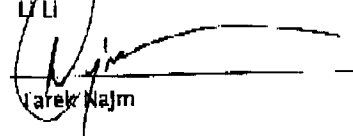
7/14/06
DATE

DATE

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DATE


Li Li


Tarek Najm

Ying Li

Zheng Chen

Hua-Jun Zeng

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PATENT ASSIGNMENT

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DATE

Li Li

DATE

8/4/06

Tarek Najm



DATE

Ying Li

DATE

Zeng Chen

DATE

Hua-Jun Zeng

PATENT ASSIGNMENT

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DATE

Li Li

DATE

Tarek Najm

DATE

2006.9.21

Ying Li

Zheng Chen

DATE

2006.9.21

Zheng Chen

Hua-Jun Zeng

DATE

Hua-Jun Zeng

21 / 9 / 2006
DATE

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2006. 9. 21

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Ke Tang
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