

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Min Wu</td> <td>04/27/2007</td> </tr> <tr> <td>Chenxi Lin</td> <td>04/27/2007</td> </tr> <tr> <td>Benyu Zhang</td> <td>04/27/2007</td> </tr> <tr> <td>Zheng Chen</td> <td>04/27/2007</td> </tr> <tr> <td>Jian Wang</td> <td>04/27/2007</td> </tr> </tbody> </table>		Name	Execution Date	Min Wu	04/27/2007	Chenxi Lin	04/27/2007	Benyu Zhang	04/27/2007	Zheng Chen	04/27/2007	Jian Wang	04/27/2007
Name	Execution Date												
Min Wu	04/27/2007												
Chenxi Lin	04/27/2007												
Benyu Zhang	04/27/2007												
Zheng Chen	04/27/2007												
Jian Wang	04/27/2007												
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" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11803503</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11803503								
Property Type	Number												
Application Number:	11803503												
CORRESPONDENCE DATA													
Fax Number:	(425)936-7329												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	425-707-2290												
Email:	dbouton@microsoft.com												
Correspondent Name:	Dianne Bouton												
Address Line 1:	One Microsoft Way												
Address Line 4:	Redmond, WASHINGTON 98052												
ATTORNEY DOCKET NUMBER:	318307.01												
NAME OF SUBMITTER:	Steven Spellman												

CH \$40.00 11803503

Total Attachments: 2

source=MS 318307.01 Executed Assignment#page1.tif

source=MS 318307.01 Executed Assignment#page2.tif

PATENT ASSIGNMENT

I/WE Min Wu, Chenxi Lin, Benyu Zhang, Zheng Chen and Jian Wang ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "User Segment Suggestion for Online Advertising" ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No. 11/803,503, filed 05/15/2007) this APPLICATION's Application No. and filing date, when known;
- was filed on _____ and was given Application 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).

2007-4-27
Date

Min Wu
Min Wu

Apr. 27. 2007
Date

Chenxi Lin
Chenxi Lin

2007-4-27
Date

Benyu Zhang
Benyu Zhang

4/27/2007
Date

Zheng Chen
Zheng Chen

4/27/2007
Date

Jian Wang
Jian Wang