

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
Name	Execution Date
Ariel J. Lazier	08/30/2007
Hugh E. Williams	08/30/2007
Timothy C. Hoad	08/30/2007
Joshua E. Smith	08/30/2007
<b>RECEIVING PARTY DATA</b>	
Name:	Microsoft Corporation
Street Address:	One Microsoft Way
City:	Redmond
State/Country:	WASHINGTON
Postal Code:	98052-6399
<b>PROPERTY NUMBERS Total: 1</b>	
Property Type	Number
Application Number:	11848378
<b>CORRESPONDENCE DATA</b>	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	320711.01/MFCP.135522
NAME OF SUBMITTER:	TAWNI L. WILHELM
Total Attachments: 2 source=Executed_Assignment#page1.tif	

OP \$40.00 11848378

**500348563**

**PATENT  
 REEL: 019789 FRAME: 0806**



**PATENT ASSIGNMENT**

WE, ARIEL J. LAZIER, HUGH E. WILLIAMS, TIMOTHY C. HOAD and JOSHUA E. SMITH ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "GENERATING AND ORGANIZING REFERENCES TO ONLINE CONTENT" ("APPLICATION"), which:





- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of SHOOK, HARDY & BACON LLP, 2555 Grand Blvd., Kansas City, MO 64108-2613, who are associated with customer number 45809, to insert here in parenthesis (U.S. Serial No. 11/848,378, filed August 31, 2007) 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).

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\_\_\_\_\_  
ARIEL J. LAZIER  
  
\_\_\_\_\_  
HUGH E. WILLIAMS  
  
\_\_\_\_\_  
TIMOTHY C. HOAD  
  
\_\_\_\_\_  
JOSHUA E. SMITH  


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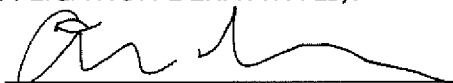
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8/30/07  
DATE

  
ARIEL J. LAZIER

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DATE

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HUGH E. WILLIAMS

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DATE

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TIMOTHY C. HOAD

\_\_\_\_\_  
DATE

\_\_\_\_\_  
JOSHUA E. SMITH