

PATENT ASSIGNMENT

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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>Laurent DENOUE</td> <td>06/28/2007</td> </tr> <tr> <td>Daniel BILLSUS</td> <td>06/30/2007</td> </tr> <tr> <td>David HILBERT</td> <td>06/28/2007</td> </tr> <tr> <td>John ADCOCK</td> <td>06/27/2007</td> </tr> <tr> <td>Gene GOLOVCHINSKY</td> <td>06/28/2007</td> </tr> </tbody> </table>		Name	Execution Date	Laurent DENOUE	06/28/2007	Daniel BILLSUS	06/30/2007	David HILBERT	06/28/2007	John ADCOCK	06/27/2007	Gene GOLOVCHINSKY	06/28/2007
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RECEIVING PARTY DATA													
Name:	FUJI XEROX CO., LTD.												
Street Address:	9-7-3, Akasaka, Minato-ku												
City:	Tokyo												
State/Country:	JAPAN												
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>11771799</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11771799								
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CORRESPONDENCE DATA													
Fax Number:	(650)625-8110												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	650-625-8100												
Email:	mmoreno@sughrue.com												
Correspondent Name:	Pavel Pogodin												
Address Line 1:	401 Castro Street, Suite 220												
Address Line 4:	Mountain View, CALIFORNIA 94041												
ATTORNEY DOCKET NUMBER:	CQ10289												
NAME OF SUBMITTER:	Pavel Pogodin, Reg. No. 48,205												
Total Attachments: 1 source=CQ10289Assignment#page1.tif													

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REEL: 019886 FRAME: 0966

Assignment


Whereas, I/We, Laurent DENOUE, Daniel BILLSUS, David HILBERT, John ADCOCK, and Gene GOLOVCHINSKY of Palo Alto, CA, San Francisco, CA, Palo Alto, CA, Menlo Park, CA, and Menlo Park, CA, respectively, hereinafter called assignor(s), have invented certain improvements in SYSTEM AND METHOD FOR RECOMMENDING INFORMATION RESOURCES TO USER BASED ON HISTORY OF USER'S ONLINE ACTIVITY and executed an application for Letters Patent of the United States of America therefor on _____; and

Whereas, **FUJI XEROX CO., LTD.**, 9-7-3, Akasaka, Minato-ku, Tokyo, JAPAN (assignee), desires to acquire the entire right, title, and interest in the application and invention, and to any United States patents to be obtained therefor;

Now therefore, for valuable consideration, receipt whereof is hereby acknowledged,

I/We, the above named assignor(s), hereby sell, assign and transfer to the above named assignee, its successors and assigns, the entire right, title and interest in the application and the invention disclosed therein for the United States of America, including the right to claim priority under 35 U.S.C. §119, and I/we request the Director of the U.S. Patent and Trademark Office to issue any Letters Patent granted upon the invention set forth in the application to the assignee, its successors and assigns; and I/we will execute without further consideration all papers deemed necessary by the assignee in connection with the United States application when called upon to do so by the assignee.

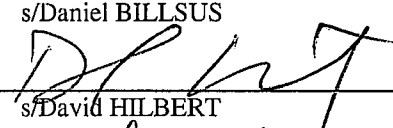
I/We hereby authorize and request our attorneys SUGHRUE MION, PLLC of 401 Castro Street, Mountain View, CA 94041-2007 to insert here in parentheses (Application number _____ and Confirmation number _____, filed _____) the application number and filing date of said application when known.

Date: 6-28-07 

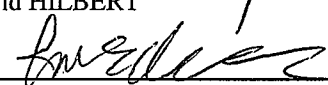
s/Laurent DENOUE

Date: 6/30/07 


s/Daniel BILLSUS

Date: 6/28/07 

s/David HILBERT

Date: 6-27-2007 

s/John ADCOCK

Date: 6-28-2007 

s/Gene GOLOVCHINSKY

(Legalization not required for recording but is prima facie evidence of execution under 35 U.S.C. §261)