Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Erik Porter	09/24/2007
Tobin R Titus	10/01/2007
Ernest A Booth	09/24/2007
Jeffrey D Carnahan	09/21/2007

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:	11868967

CORRESPONDENCE DATA

Fax Number: (425)936-7329

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

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: 321130.01

NAME OF SUBMITTER: Snigdhaa Talwar

Total Attachments: 3

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PATENT REEL: 019931 FRAME: 0817

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PATENT REEL: 019931 FRAME: 0818

MS Docket No. 321130.01

PATENT ASSIGNMENT

WE Erik Porter Tohin P Tie	us, Ernest A. Booth, and Jeffrey D. Carnahan
	er ("INVENTION") disclosed and/or claimed in a
	ERTISING IN A VIRTUAL WORLD" ("APPLICATION"),
which:	
will be filed without this exec	uted PATENT ASSIGNMENT. ASSIGNORS hereby
authorizes, and requests, AS	SIGNEE'S legal representatives, of the Law and
Corporate Affairs Departmen	t, Microsoft Corporation, One Microsoft Way,
Redmond, Washington 9805:	2, who are associated with customer number
69316, to insert here in pare	nthesis (Application No. 11/868,967, filed
10/09/2007 this APPLICATION	i's Application No. and filing date, when known;
	was given Application No;
☐ is filed concurrently herewith	
	ngton Corporation, on behalf of itself and Its
successors and assigns ("ASSIGNEE"), is entiti	led 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 of	ountries ("APPLICATION DERIVATIVES"));
	ation, the receipt of which is hereby
	IORS hereby sells, assigns and transfers to the
ASSIGNEE, the entire and exclusive rights, titl	
APPLICATION (and APPLICATION DERIVATIVE	
	Il instruments and documents required for the
	(and APPLICATION DERIVATIVES), for litigation
	nd for the purpose of protecting and perfecting
title to the APPLICATION (and APPLICATION D	
	C + C
9-24-2007	(JDCT)
Date	Erik Porter
Date	Tobin R. Titus
9-24-2007	hund total
Date	Ernest A. Booth
	名為劉·蒙古[編章] (1985年) (1986年) [1986年) [1986年) [1986年) [1986年 [1986年] [1986] [19
Date	Jeffrey D. Carnahan

REEL: 019931 FRAME: 0819

Date

MS Docket No. 321130.01

PATENT ASS	IGNMEN L
WE. Erik Porter, Tobin R. Titus,	Ernest A. Booth, and Jeffrey D. Carnahan
"ACCICNODS"\ have invented subject matter ("INVENTION") disclosed and/or claimed in a
patent application entitled "PROVIDING ADVERT	ISING IN A VIRTUAL WORLD" ("APPLICATION"),
which:	
Will be filed without this execute	ed PATENT ASSIGNMENT. ASSIGNORS hereby
withorizes and requests ASSIG	NEE'S legal representatives, of the Law and
authorizes, and requests, nosic	Microsoft Corporation, One Microsoft Way,
Corporate Arrains Department,	who are associated with customer number
coals as insert here in parenth	nesis (Application No. 11/868,967, filed
10/09/2007) +hic ADDI ICATION's	Application No. and filing date, when known;
	as given Application No.
is filed concurrently herewith;	
Microsoft Corporation, a Washingt	ton 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 IN	VENTION and the APPLICATION (and all other
applications and patents derived therefrom, su	ch as continuing applications, in and for the
United States, its territories, and all foreign cou	intries ("APPLICATION DERIVATIVES"));
For good and valuable considerat	ion, the receipt of which is hereby
acknowledged by the ASSIGNORS, the ASSIGNO	RS 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);	
ASSIGNORS agrees to execute all	instruments and documents required for the
making and prosecution of the APPLICATION (a	and APPLICATION DERIVATIVES), for litigation
regarding letters patent derived therefrom, and	for the purpose of protecting and perfecting
title to the APPLICATION (and APPLICATION DE	
title to the 74 telephinor (and the leaves)	,
Date	Erik Porter
10/1/2007	- h (h)/h/
Date	Tobin R. Titus
Date	Ernest A. Booth
·	

Jeffrey D. Carnahan

REEL: 019931 FRAME: 0820

RECORDED: 10/09/2007

MS Docket No. 321130.01

PATENT ASSIGNMENT

WE, Erik Porter, Tobin	R. Titus, Ernest A. Booth, and Jeffrey D. Carnahan
	t matter ("INVENTION") disclosed and/or claimed in a
	G ADVERTISING IN A VIRTUAL WORLD" ("APPLICATION"),
which:	The state of the state of the control of the state
X will be filed without th	nis executed PATENT ASSIGNMENT. ASSIGNORS hereby
	·
	sts, ASSIGNEE'S legal representatives, of the Law and
	artment, Microsoft Corporation, One Microsoft Way,
	1 98052, who are associated with customer number
	in parenthesis (Application No. 11/868,967), filed
	CATION's Application No. and filing date, when known;
_	and was given Application No;
oxdot is filed concurrently h	erewith;
Microsoft Corporation, a	Washington Corporation, on behalf of itself and its
successors and assigns ("ASSIGNEE"), i	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 there	efrom, such as continuing applications, in and for the
United States, its territories, and all fo	reign countries ("APPLICATION DERIVATIVES"));
For good and valuable co	onsideration, the receipt of which is hereby
acknowledged by the ASSIGNORS, the	ASSIGNORS hereby sells, assigns and transfers to the
ASSIGNEE, the entire and exclusive rig	hts, title and interest in the INVENTION and the
APPLICATION (and APPLICATION DERIV	/ATIVES);
ASSIGNORS agrees to ex-	ecute all instruments and documents required for the
	ATION (and APPLICATION DERIVATIVES), for litigation
	from, and for the purpose of protecting and perfecting
title to the APPLICATION (and APPLICA	
Date	Erik Porter
Date	Tobin R. Titus
Date	Ernest A. Booth
	11/ 1/
9-21-07	Indl M-
Date	Jerrey D. Carnahan
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Page 1 of 1

PATENT REEL: 019931 FRAME: 0821