

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>Erik Porter</td> <td>09/24/2007</td> </tr> <tr> <td>Tobin R Titus</td> <td>10/01/2007</td> </tr> <tr> <td>Ernest A Booth</td> <td>09/24/2007</td> </tr> <tr> <td>Jeffrey D Carnahan</td> <td>09/21/2007</td> </tr> </tbody> </table>		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
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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											
<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>11868967</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11868967						
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Application Number:	11868967										
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:	321130.01										
NAME OF SUBMITTER:	Snigdhaa Talwar										

Total Attachments: 3
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**PATENT
 REEL: 019931 FRAME: 0817**

CH \$40.00 11868967

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MS Docket No. 321130.01

PATENT ASSIGNMENT

WE, Erik Porter, Tobin R. Titus, Ernest A. Booth, and Jeffrey D. Carnahan ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "PROVIDING ADVERTISING IN A VIRTUAL WORLD" ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS 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. 11/868,967, filed 10/09/2007) 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 ASSIGNORS, the ASSIGNORS 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);

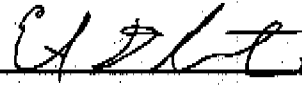
ASSIGNORS agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

9-24-2007
Date

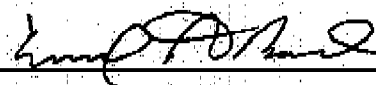
Date

9-24-2007
Date

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Erik Porter

Tobin R. Titus


Ernest A. Booth

Jeffrey D. Carnahan

MS Docket No. 321130.01

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Date

10/1/2007

Date

Erik Porter



Tobin R. Titus

Date

Ernest A. Booth

Date

Jeffrey D. Carnahan

MS Docket No. 321130.01

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Date

Erik Porter


Date

Tobin R. Titus

Date

Ernest A. Booth

9-21-07
Date



Jeffrey D. Carnahan