

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>KJERSTEN HAYTER</td><td>12/13/2007</td></tr><tr><td>JONATHAN M. CAIN</td><td>12/13/2007</td></tr><tr><td>WILLIAM FREDERICK KIEFER III</td><td>12/13/2007</td></tr><tr><td>NANCY PHAN</td><td>12/13/2007</td></tr><tr><td>SEUNG YANG</td><td>12/13/2007</td></tr></tbody></table>	Name	Execution Date	KJERSTEN HAYTER	12/13/2007	JONATHAN M. CAIN	12/13/2007	WILLIAM FREDERICK KIEFER III	12/13/2007	NANCY PHAN	12/13/2007	SEUNG YANG	12/13/2007	
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SEUNG YANG	12/13/2007												
RECEIVING PARTY DATA													
Name:	MICROSOFT CORPORATION												
Street Address:	ONE MICROSOFT WAY												
City:	REDMOND												
State/Country:	WASHINGTON												
Postal Code:	98052-6399												
PROPERTY NUMBERS Total: 1													
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11956975</td></tr></tbody></table>	Property Type	Number	Application Number:	11956975									
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Application Number:	11956975												
CORRESPONDENCE DATA													
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Address Line 4: KANSAS CITY, MISSOURI 64108-2613													
ATTORNEY DOCKET NUMBER:	MFCP.137706												
NAME OF SUBMITTER:	KELLY T. FEIMSTER												

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PATENT  
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Total Attachments: 1  
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MS Docket No. 322141.01  
(OC Docket No. MFCP.137706)PATENT ASSIGNMENT

We, KJERSTEN HAYTER, JONATHAN M. CAIN, WILLIAM FREDERICK KIEFER III, NANCY PHAN, and SEUNG YANG ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "PRESENTING SECONDARY MEDIA OBJECTS TO A USER" ("APPLICATION"), which:

- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of SHOOK, HARDY & BACON L.L.P., 2555 Grand Blvd., Kansas City, MO 64108-2613, who are associated with customer number 45809, to insert here in parenthesis (U.S. Serial No. 11/956,975 ☒, filed 12/14/2007) 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).

Dec 13, 2007

DATE

Dec. 13, 2007

DATE

Dec. 13, 2007

DATE

Dec. 13, 2007

DATE

Dec. 13, 2007

DATE

Kjersten Hayter

KJERSTEN HAYTER

[Signature]

JONATHAN M. CAIN

[Signature]

WILLIAM FREDERICK KIEFER III

[Signature]

NANCY PHAN

[Signature]

SEUNG YANG

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RECORDED: 12/14/2007

PATENT  
REEL: 020249 FRAME: 0719