

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>TABREEZ GOVANI</td> <td>01/09/2008</td> </tr> <tr> <td>HUGH WILLIAMS</td> <td>01/09/2008</td> </tr> <tr> <td>JAMIE BUCKLEY</td> <td>01/09/2008</td> </tr> <tr> <td>NITIN AGRAWAL</td> <td>01/09/2008</td> </tr> <tr> <td>KENNETH A. MOSS</td> <td>01/09/2008</td> </tr> <tr> <td>ANDY LAM</td> <td>01/09/2008</td> </tr> </tbody> </table>		Name	Execution Date	TABREEZ GOVANI	01/09/2008	HUGH WILLIAMS	01/09/2008	JAMIE BUCKLEY	01/09/2008	NITIN AGRAWAL	01/09/2008	KENNETH A. MOSS	01/09/2008	ANDY LAM	01/09/2008
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ANDY LAM	01/09/2008														
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>12013275</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12013275										
Property Type	Number														
Application Number:	12013275														
CORRESPONDENCE DATA															
Fax Number:	(816)421-5547														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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Correspondent Name:	SHOOK, HARDY & BACON L.L.P. (c/o MICROSO														
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Address Line 2:	2555 GRAND BOULEVARD														
Address Line 4:	KANSAS CITY, MISSOURI 64108-2613														
ATTORNEY DOCKET NUMBER:	322435.01/MFCP.138264														

OP \$40.00 12013275

NAME OF SUBMITTER:

TAWNI L. WILHELM

Total Attachments: 2

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MS Docket No. 322435.01
(OC Docket No. MFCP.138264)

PATENT ASSIGNMENT

WE, Tabreez Govani, Hugh Williams, Jamie Buckley, Nitin Agrawal, Andy Lam and Kenneth A. Moss ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "DETERMINING ENTITY POPULARITY USING SEARCH QUERIES" ("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., 2550 Grand Blvd., Kansas City, MO 64108-2613, who are associated with customer number 45809, to insert here in parenthesis (U.S. Serial No. _____, filed _____) 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;

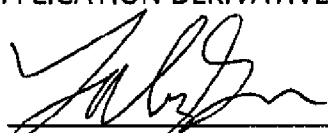
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, 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).

01-09-2008


DATE



Tabreez Govani

1/9/2008

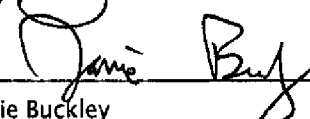
DATE



Hugh Williams

1/9/2008

DATE



Jamie Buckley

MS Docket No. 322435.01
(OC Docket No. MFCP.138264)

01-09-2008

DATE

1/9/2008

DATE

01/09/2008

DATE

Nitin Agrawal

Nitin Agrawal

Kenneth A. Moss

Kenneth A. Moss

Andy Lam

Andy Lam