

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Tobin Titus	01/21/2008
Ernie Booth	01/23/2008
Erik Porter	01/25/2008

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:	12022122

CORRESPONDENCE DATA

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Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Email: dbouton@microsoft.com
Correspondent Name: Dianne Bouton
Address Line 1: One Microsoft Way
Address Line 4: Redmond, WASHINGTON 98052

ATTORNEY DOCKET NUMBER:

321136.01

NAME OF SUBMITTER:

Snigdhaa Talwar

Total Attachments: 3

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PATENT

REEL: 020434 FRAME: 0710

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CH \$40.00 12022122

PATENT ASSIGNMENT

I/WE, Tobin Titus, Ernie Booth, and Erik Porter ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "REAL WORLD AND VIRTUAL WORLD CROSS-PROMOTION" ("APPLICATION"), which:

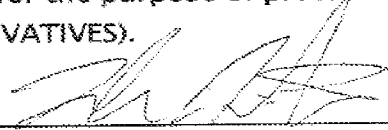
- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No. 12/022,122, filed 01/29/2008) 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 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).

1/21/2008
Date


Tobin Titus

Date

Ernie Booth

Date

Erik Porter

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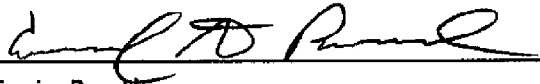
Date

1/23/2008

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Tobin Titus



Ernie Booth

Erik Porter

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Date

Tobin Titus

Date

Ernie Booth

1-25-08
Date



Erik Porter