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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

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: 321136.01

NAME OF SUBMITTER: Snigdhaa Talwar

Total Attachments: 3

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PATENT S00451501 REEL: 020434 FRAME: 0710

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PATENT REEL: 020434 FRAME: 0711

PATENT ASSIGNMENT

		and Erik Porter ("ASSIGNOK"), nave invented
subject matter	("INVENTION") disclosed and/o	or claimed in a patent application entitled
"REAL WORLD A	IND VIRTUAL WORLD CROSS-PRO	OMOTION" ("APPLICATION"), which:
図	will be filed without this execute	ed PATENT ASSIGNMENT. ASSIGNOR hereby
		NEE'S legal representatives, of the Law and
		Microsoft Corporation, One Microsoft Way,
	Redmond, Washington 98052, v	vho are associated with customer number
		nesis (Application No. <u>12/022,122</u> , filed
	01/29/2008) this APPLICATION's	Application No. and filing date, when
	known;	
	was filed on and wa	s given Application No;
-	is filed concurrently herewith;	
M	icrosoft Corporation, a Washingt	on Corporation, on behalf of itself and its
successors and	assigns ("ASSIGNEE"), is entitled	to, and is desirous of acquiring, the entire
and exclusive r	ights, title and interest in the IN\	VENTION and the APPLICATION (and all other
		h as continuing applications, in and for the
		ntries ("APPLICATION DERIVATIVES"));
		on, the receipt of which is hereby
		hereby sells, assigns and transfers to the
		and interest in the INVENTION and the
	and APPLICATION DERIVATIVES);	3.5
		struments and documents required for the
making and pro	osecution of the APPLICATION (a	nd APPLICATION DERIVATIVES), for litigation
		for the purpose of protecting and perfecting
title to the APP	LICATION (and APPLICATION DEF	RIVATIVES).
1/21/200		
Date		Tobin Titus
Date		Ernie Booth
		Erik Porter

PATENT REEL: 020434 FRAME: 0712

	<u>PATEN</u>	<u>T ASSIGNMENT</u>
1/\	WE, Tobin Titus, Ernie Bod	oth, and Erik Porter ("ASSIGNOR"), have invented
subject matter	("INVENTION") disclosed a	and/or claimed in a patent application entitled
"REAL WORLD A	ND VIRTUAL WORLD CROSS	S-PROMOTION" ("APPLICATION"), which:
X	will be filed without this ex	ecuted PATENT ASSIGNMENT. ASSIGNOR hereby
	1	ASSIGNEE'S legal representatives, of the Law and
		ent, Microsoft Corporation, One Microsoft Way,
	· · · · · · · · · · · · · · · · · · ·	052, who are associated with customer number
		renthesis (Application No. 12/022,122, filed
	01/29/2008) this APPLICATION	ON's Application No. and filing date, when
	known;	
	was filed on ar	nd was given Application No;
	is filed concurrently herew	ith;
Mi	icrosoft Corporation, a Was	hington Corporation, on behalf of itself and its
successors and	assigns ("ASSIGNEE"), is ent	titled to, and is desirous of acquiring, the entire
and exclusive ri	ghts, title and interest in th	e INVENTION and the APPLICATION (and all other
applications and	d patents derived therefrom	n, such as continuing applications, in and for the
United States, it	s territories, and all foreigr	countries ("APPLICATION DERIVATIVES"));
Fo	r good and valuable consid	eration, the receipt of which is hereby
acknowledged b	by the ASSIGNOR, the ASSIG	NOR hereby sells, assigns and transfers to the
ASSIGNEE, the e	ntire and exclusive rights, i	title and interest in the INVENTION and the
APPLICATION (a	and APPLICATION DERIVATIV	/ES);
AS	SSIGNOR agrees to execute	all instruments and documents required for the
making and pro	secution of the APPLICATIO	ON (and APPLICATION DERIVATIVES), for litigation
regarding letter	s patent derived therefrom	, and for the purpose of protecting and perfecting
title to the APPL	ICATION (and APPLICATION	N DERIVATIVES).
Date		Tobin Titus
1/23/20	2 2	and 90 Rame
Date	_	Ernie Booth

Date

Erik Porter

PATENT ASSIGNMENT

	,				
subject matter ("INVENTION") of "REAL WORLD AND VIRTUAL WO will be filed with authorizes, and Corporate Affair Redmond, Wash 69316, to insert	disclosed and/or claimed in a patent application entitled or CROSS-PROMOTION" ("APPLICATION"), which: nout this executed PATENT ASSIGNMENT. ASSIGNOR hereby requests, ASSIGNEE'S legal representatives, of the Law and rs Department, Microsoft Corporation, One Microsoft Way, sington 98052, who are associated with customer number there in parenthesis (Application No. 12/022,122, filed APPLICATION's Application No. and filing date, when				
known;					
<u>—</u>	and was given Application No;				
is filed concurre					
	tion, 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					
· ,	d all foreign countries ("APPLICATION DERIVATIVES"));				
-	able consideration, the receipt of which is hereby				
	t, the ASSIGNOR hereby sells, assigns and transfers to the				
	ive rights, title and interest in the INVENTION and the				
APPLICATION (and APPLICATION					
	to execute all instruments and documents required for the				
	APPLICATION (and APPLICATION DERIVATIVES), for litigation				
	therefrom, and for the purpose of protecting and perfecting				
title to the APPLICATION (and Al	PPLICATION DERIVATIVES).				
Date	Tobin Titus				
Date	Ernie Booth				
1-25-08	CAOh				
Date	Erik Porter				

RECORDED: 01/29/2008