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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Boyd C. Multerer	06/28/2007
William T. Flora	06/29/2007
Bret P. O'Rourke	10/06/2007
John Mark Miller	06/28/2007
Eric P. Wilfrid	06/28/2007
Nigel S. Keam	06/28/2007
Steven N. Bathiche	06/29/2007
Oliver R. Roup	09/30/2007
James Morris Alkove	06/28/2007
Zachary L. Russell	06/28/2007
Jon Marcus Randall Whitten	06/28/2007
Andrew D. Wilson	06/28/2007

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:	11771395

CORRESPONDENCE DATA

Fax Number: (216)696-8731

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 216-696-8730

Email: cmartin@thepatentattorneys.com

PATENT REEL: 020572 FRAME: 0195

500474364

OP \$40.00 1177139

Correspondent Name: Himanshu S. Amin Address Line 1: 1900 E. 9th Street Address Line 2: 24th Floor, National City Center Cleveland, OHIO 44114 Address Line 4: MSFTP1808US ATTORNEY DOCKET NUMBER: NAME OF SUBMITTER: Himanshu S. Amin **Total Attachments: 16** source=1808ass#page1.tif source=1808ass#page2.tif source=1808ass#page3.tif

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PATENT ASSIGNMENT WE, BOYD C. MULTERER, WILLIAM T. FLORA, BRET P. O'ROURKE, JOHN MARK MILLER, ERIC WILFRID, NIGEL S. KEAM, STEVEN N. BATHICHE, OLIVER ROUP, JAMES MORRIS ALKOVE, ZACHARY L. RUSSELL, JON MARCUS RANDALL WHITTEN, ANDREW D. WILSON ("A\$SIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "DISTRIBUTION CHANNELS AND MONETIZING" ("APPLICATION"), which: will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, ASSIGNEE'S legal representatives, of Amin, Turocy & Calvin, LLP, 24th Floor, National City Center, 1900 E. 9th Street, Cleveland, Ohio 44114, who are associated with customer number 27195, to insert here in parenthesis (U.S. Serial No. 11771395 filed 6/29/07) 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 ASSIGNORS, the ASSIGNORS hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES); ASSIGNORS agree 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). DATE BOYD C. MULTERER DATE WILLIAM T. FLORA DATE BRET P. O'ROURKE

DATE

PATENT REEL: 020572 FRAME: 0197

June 28,2007 DATE	ERIC WILFRID
DATE	NIGEL S. KEAM
DATE	STEVEN N. BATHICHE
DATE	OLIVER ROUP
DATE	JAMES MORRIS ALKOVE
DATE	ZACHARY L. RUSSELL
DATE	JON MARCUS RANDALL WHITTEN
DATE	ANDREW D. WILSON

WE, BOYD C. MULTERER, WILLIA	M T. FLORA, BRET P. O'ROURKE, JOHN	
MARK MILLER, ERIC WILFRID, NIGEL S. KEAM,	STEVEN N. BATHICHE, OLIVER ROUP,	
JAMES MORRIS ALKOVE, ZACHARY L. RUSSELL, JON MARCUS RANDALL WHITTEN, ANDREW D. WILSON ("ASSIGNORS"), have invented subject matter ("INVENTION")		
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•	, 24th Floor, National City Center, 1900 E.	
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	l instruments and documents required for	
the making and prosecution of the APPLICAT		
litigation regarding letters patent derived the		
and perfecting title to the APPLICATION (and		
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DATE	BOYD C. MULTERER	
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06.29.07		
DATE	WILLIAM T. FLORA	
	/	
DATE	BRET P. O'ROURKE	

DATE

PATENT REEL: 020572 FRAME: 0199

DATE	ERIC WILFRID
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DATE	NIGEL S. KEAM
DATE	STEVEN N. BATHICHE
DATE	OLIVER ROUP
DATE	JAMES MORRIS ALKOVE
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DATE	ANDREW D. WILSON

WE, BOYD C. MULTERER, WII	LIAM T. FLORA, BRET P. O'ROURKE, JOHN	
MARK MILLER, ERIC WILFRID, NIGEL S. KEA	AM, STEVEN N. BATHICHE, OLIVER ROUP,	
JAMES MORRIS ALKOVE, ZACHARY L. RUSS	SELL, JON MARCUS RANDALL WHITTEN,	
ANDREW D. WILSON ("ASSIGNORS"), have	Invented subject matter ("INVENTION")	
disclosed and/or claimed in a patent appl	ication entitled "DISTRIBUTION CHANNELS	
AND MONETIZING" ("APPLICATION"), whic	h:	
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Amin, Turocy & Calvin, I	LLP, 24th Floor, National City Center, 1900 E.	
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) this APPLICATION'S U.S. Serial Number and	
filing date, when known		
igttee was filed on $6/29/07$ ar	nd was given U.S. Serial No. <u>11/771,395;</u>	
is filed concurrently her	ewith;	
Microsoft Corporation, a Wa	shington Corporation, on behalf of itself and	
its successors and assigns ("ASSIGNEE"), is	entitled to, and is desirous of acquiring, the	
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For good and valuable consid	deration, the receipt of which is hereby	
acknowledged by the ASSIGNORS, the ASS	IGNORS hereby sell, assign and transfer to	
the ASSIGNEE, the entire and exclusive rig	hts, title and interest in the INVENTION and	
the APPLICATION (and APPLICATION DERIN	/ATIVES):	
	all instruments and documents required for	
the making and prosedution of the APPLIC	ATION (and APPLICATION DERIVATIVES), for	
litigation regarding letters patent derived	therefrom, and for the purpose of protecting	
and perfecting title to the APPLICATION (a	nd APPLICATION DERIVATIVES)	
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DATE	BOYD C. MULTERER	
		
DATE , ,	WILLIAM T. FLORAG	
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DATE	BRET P. O'ROURKE	
	BILLE F, O ROURKE	
DATE	JOHN MARK MILLER	
		

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DATE	ERIC WILFRID
DATE 6/29/2007	NIGEL S. KEAM
DATE	STEVEN N. BATHICHE
DATE	OLIVER ROUP
DATE	JAMES MORRIS ALKOVE
DATE	ZACHARY L. RUSSELL
DATE	JON MARCUS RANDALL WHITTEN
DATE	ANDREW D. WILSON

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DATE	BOYD C. MULTERER
	No. 12.00 Sept. 10.00 Sept. 10
DATE	WILLIAM T. FLORA
DATE	BRET P. O'ROURKE
6/28/07	The My M
DATE	JOHN MARK MILLER
write	JOHNA MINKIN MILETEK

DATE	ERIC WILFRID
DATE	NIGEL S. KEAM
DATE 09/30/07 DATE	STEVEN N. BATHICHE OLIVER ROUP
DATE	JAMES MORRIS ALKOVE
DATE	ZACHARY L. RUSSELL
DATE	JON MARCUS RANDALL WHITTEN
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WE, BOYD C. MULTERER, WILLIAM T. FLORA, BRET P. O'ROURKE, JOHN MARK MILLER, ERIC WILFRID, NIGEL S. KEAM, STEVEN N. BATHICHE, OLIVER ROUP, JAMES MORRIS ALKOVE, ZACHARY L. RUSSELL, JON MARCUS RANDALL WHITTEN, ANDREW D. WILSON ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "DISTRIBUTION CHANNELS AND MONETIZING" ("APPLICATION"), which:

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DATE	BOYD C. MULTERER			
	DOTE C. MOLTERER			
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DATE	BOYD C. MULTERER
DATE	WILLIAM T. FLORA
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DAIL	BRET P. O'ROURKE
DATE	JOHN MARK MILLER
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DATE	ERIC WILFRID
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6-28-07 DATE	ZACHARY L. RUSSELL
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PATENT ASSIGNMENT WE, BOYD C. MULTERER, WILLIAM T. FLORA, BRET P. O'ROURKE, JOHN MARK MILLER, ERIC WILFRID, NIGEL S. KEAM, STEVEN N. BATHICHE, OLIVER ROUP, JAMES MORRIS ALKOVE, ZACHARY L. RUSSELL, JON MARCUS RANDALL WHITTEN, ANDREW D. WILSON ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "DISTRIBUTION CHANNELS AND MONETIZING" ("APPLICATION"), which: will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, ASSIGNEE'S legal representatives, of Amin, Turocy & Calvin, LLP, 24th Floor, National City Center, 1900 E. 9th Street, Cleveland, Ohio 44114, who are associated with customer number 27195, to insert here in parenthesis (U.S. Serial No. 11771395filed 6/29/07) this APPLICATION'S U.S. Serial Number and filing date, when known; ____ was filed on <u>......</u> and was given U.S. Serial No. <u>.....</u>; 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 sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES); ASSIGNORS agree 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). BOYD C. MULTERER DATE DATE WILLIAM T. FLORA DATE BRET P. O'ROURKE

DATE

PATENT REEL: 020572 FRAME: 0209

DATE	ERIC WILFRID
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	_ASSIGNMENT LLIAM T. FLORA, BRET P. O'ROURKE, JOHN		
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RECORDED: 02/27/2008