

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>Michael M. George</td> <td>01/11/2006</td> </tr> <tr> <td>Erin B. Kenny</td> <td>09/30/2006</td> </tr> <tr> <td>Emily M. Tucker</td> <td>08/10/2006</td> </tr> <tr> <td>Alandra S. Dilley</td> <td>08/24/2006</td> </tr> </tbody> </table>		Name	Execution Date	Michael M. George	01/11/2006	Erin B. Kenny	09/30/2006	Emily M. Tucker	08/10/2006	Alandra S. Dilley	08/24/2006
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Michael M. George	01/11/2006										
Erin B. Kenny	09/30/2006										
Emily M. Tucker	08/10/2006										
Alandra S. Dilley	08/24/2006										
RECEIVING PARTY DATA											
Name:	Amazon.com, Inc.										
Street Address:	1200 12th Avenue South, Suite 1200										
City:	Seattle										
State/Country:	WASHINGTON										
Postal Code:	98144										
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>10142655</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	10142655						
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Application Number:	10142655										
CORRESPONDENCE DATA											
Fax Number:	(949)760-9502										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone:	949-721-2819										
Email:	dsosa@kmob.com										
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP										
Address Line 1:	2040 MAIN STREET, 14TH FLOOR										
Address Line 4:	IRVINE, CALIFORNIA 92614										
ATTORNEY DOCKET NUMBER:	AMAZON.075A1										
NAME OF SUBMITTER:	Ronald J. Schoenbaum										

Total Attachments: 5
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**PATENT
 REEL: 020605 FRAME: 0061**

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ASSIGNMENT

WHEREAS, We, **Michael M. George**, a United States citizen, residing in Mercer Island, Washington, **Erin B. Kenny**, a United States citizen, residing in San Francisco, California, **Emily M. Tucker**, a United States citizen, residing in Seattle, Washington and **Alandra S. Dilley**, a United States citizen, residing in Seattle, Washington, have invented certain new and useful improvements in SERVICES FOR GENERATION OF ELECTRONIC MARKETPLACE LISTINGS USING PERSONAL PURCHASE HISTORIES OR OTHER INDICIA OF PRODUCT OWNERSHIP for which an application for Letters Patent was filed in the United States, on May 9, 2002 as Application No. 10/142,655 (the "Application");

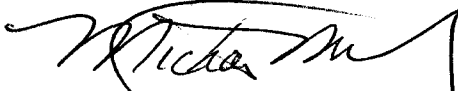
AND WHEREAS, **Amazon.com, Inc.** (hereinafter "ASSIGNEE"), a Delaware Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144, desires to acquire the entire right, title, and interest in and to the improvements and the Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, the inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the improvements, and the Application and all provisional applications relating thereto (including U.S. prov. appl. 60/336,409, filed October 31, 2001, and U.S. prov. appl. 60/351,207, filed January 22, 2002), and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the Letters Patent before or after issuance.

AND WE HEREBY covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 11 day of JANUARY, in the year 2006.



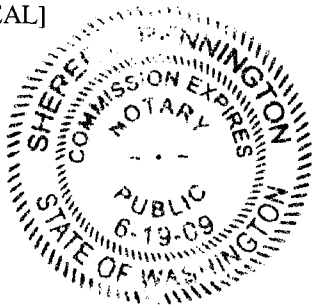
Michael M. George

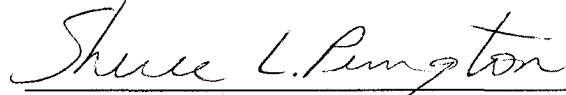
STATE OF WASHINGTON }
 } ss.
COUNTY OF KING }

On 1-11-2006, before me, SHEREE L. PENNINGTON, personally appeared **Michael M. George** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.


[SEAL]





Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 30th day of Sept, in the year 2006.



Erin B. Kenny

STATE OF _____ }
 } ss.
COUNTY OF _____ }

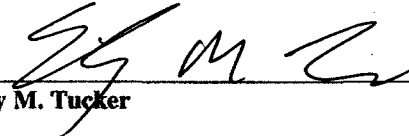
On _____, before me, _____, personally appeared **Erin B. Kenny** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 10 day of August in the year 2006



Emily M. Tucker

STATE OF _____ }
COUNTY OF _____ } ss.

On _____, before me, _____, personally appeared **Emily M. Tucker** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 8 day of 2A, in the year 2006



Alandra S. Dilley

STATE OF _____ }
COUNTY OF _____ } ss.

On _____, before me, _____, personally appeared **Alandra S. Dilley** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity(ies), and that by her signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

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