

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>Ryen William White</td> <td>09/13/2007</td> </tr> <tr> <td>Eric Brill</td> <td>09/24/2007</td> </tr> <tr> <td>Steven M. Drucker</td> <td>09/18/2007</td> </tr> <tr> <td>Christopher J.C. Burges</td> <td>09/13/2007</td> </tr> </tbody> </table>		Name	Execution Date	Ryen William White	09/13/2007	Eric Brill	09/24/2007	Steven M. Drucker	09/18/2007	Christopher J.C. Burges	09/13/2007
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Eric Brill	09/24/2007										
Steven M. Drucker	09/18/2007										
Christopher J.C. Burges	09/13/2007										
<b>RECEIVING PARTY DATA</b>											
<b>Name:</b>	Microsoft Corporation										
<b>Street Address:</b>	One Microsoft Way										
<b>City:</b>	Redmond										
<b>State/Country:</b>	WASHINGTON										
<b>Postal Code:</b>	98052										
<b>PROPERTY NUMBERS Total: 1</b>											
<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>11904103</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11904103						
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Application Number:	11904103										
<b>CORRESPONDENCE DATA</b>											
<b>Fax Number:</b>	(612)334-3312										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
<b>Phone:</b>	612-334-3222										
<b>Email:</b>	rpeterson@wck.com										
<b>Correspondent Name:</b>	Christopher L. Holt										
<b>Address Line 1:</b>	900 Second Avenue South										
<b>Address Line 2:</b>	Suite #1400										
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402										
<b>ATTORNEY DOCKET NUMBER:</b>	M61.12-1349										
<b>NAME OF SUBMITTER:</b>	Chris Holt										
Total Attachments: 3											

**CH \$40.00 11904103**

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PATENT ASSIGNMENT

We, RYEN WILLIAM WHITE, ERIC BRILL, STEVEN M. DRUCKER, AND CHRISTOPHER J.C. BURGES (each "ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ACCOUNTING FOR BEHAVIORAL VARIABILITY IN WEB SEARCH" ("APPLICATION"), which:


- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Westman Champlin & Kelly P.A., 900 Second Ave. S., Suite 1400, Minneapolis, MN 55402-3319, who are associated with customer number 27366, to insert here in parenthesis (U.S. Serial No. 11904,103, filed 9/26/2007) 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).

\_\_\_\_\_  
DATE  
9/24/2007

\_\_\_\_\_  
Ryen William White  


\_\_\_\_\_  
DATE

\_\_\_\_\_  
Eric Brill

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Steven M. Drucker

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Christopher J.C. Burges

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9/13/2007  
DATE

[Signature]  
Ryan William White

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Eric Brill

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Steven M. Drucker

9.13.2007  
DATE

[Signature]  
Christopher J.C. Burges

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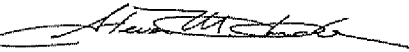
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Ryen William White

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Eric Brill

09/18/07  
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