

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David Sloo	04/09/2008
Peter Barrett	04/09/2008
RECEIVING PARTY DATA	
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City:	Redmond
State/Country:	WASHINGTON
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12049142
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NAME OF SUBMITTER:	Ronald M. Pomeranke
Total Attachments: 3 source=1211-execassgnmnt#page1.tif source=1211-execassgnmnt#page2.tif source=1211-execassgnmnt#page3.tif	

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PATENT ASSIGNMENT

WE, David Sloo and Peter Barrett ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled IMPLICIT USER INTEREST MARKS IN MEDIA CONTENT ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Vierra Magen Marcus & DeNiro LLP, 575 Market Street, Suite 2500, San Francisco, California 94105, who are associated with customer number 47766, to insert here in parenthesis (U.S. Serial No. _____, filed _____) this APPLICATION's U.S. Serial Number and filing date, when known;
- was filed on March 14, 2008 and was given U.S. Serial No. 12/049,142;
- is filed concurrently herewith;

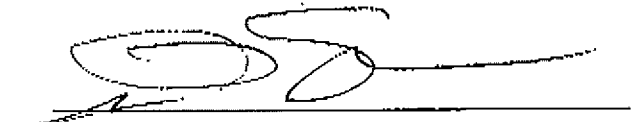
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, 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);

MS Docket No. 322729.01
(OC Docket No. MSFT-01211US0)

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).

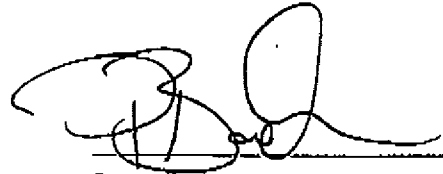
9 APR 08
DATE


David Sloo

MS Docket No. 322729.01
(OC Docket No. MSFT-01211US0)

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).

4/9/2008
DATE


Peter Barrett