

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Brian Utter	09/19/2003
Douglas Welzel	09/26/2003
Douglas Irvine	09/19/2003
Dwayne Benefield	09/22/2003
David Liu	09/22/2003
RECEIVING PARTY DATA	
Name:	Amazon.com, Inc.
Street Address:	1200 12th Avenue South, Suite 1200
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98144-2734
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	10445398
CORRESPONDENCE DATA	
Fax Number:	(206)224-0779
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(206)682-8100
Email:	efiling@cojk.com
Correspondent Name:	Tracy S. Powell, Esq.
Address Line 1:	Christensen O'Connor Johnson Kindness
Address Line 2:	1420 Fifth Avenue, Suite 2800
Address Line 4:	Seattle, WASHINGTON 98101-2347
ATTORNEY DOCKET NUMBER:	120473
NAME OF SUBMITTER:	Tracy S. Powell

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PATENT
REEL: 021164 FRAME: 0920

Total Attachments: 4

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ASSIGNMENT

WHEREAS, we, Brian Utter of Seattle, Washington; Douglas Welzel of Sammamish, Washington; Douglas Irvine of Seattle, Washington; Dwayne Benefield of Issaquah, Washington; David Liu of Seattle, Washington; and Jason Shaw of Livingston, New Jersey, all having a mailing address at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144-2734, are the inventors named in an application for Letters Patent of the United States, entitled INTERACTIVE TIME-LIMITED MERCHANDISING PROGRAM AND METHOD FOR IMPROVED ONLINE CROSS-SELLING, Application No. 10/445,398, filed on May 23, 2003;

AND, WHEREAS, Amazon.com, Inc., a Delaware corporation, having a principal place of business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144-2734 (hereinafter referred to as ASSIGNEE), is desirous of acquiring our entire right and title to and interest in our invention disclosed in said application;

NOW, THEREFORE, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, we do hereby sell, assign and transfer unto ASSIGNEE our entire right and title to and interest in said application and said invention, including the right to apply for international patents and patents thereon in foreign countries in our name or in the name of ASSIGNEE, said invention and all applications and patents on said invention to be held and enjoyed by ASSIGNEE as entirely as the same would have been held and enjoyed by us had this sale, assignment and transfer not been made, and we do hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to make and prosecute any and all applications on said invention, to enforce any and all patents on said invention, and to confirm in ASSIGNEE legal title to said invention and all applications and patents on said invention, all without charge to ASSIGNEE but at no expense to us.

Executed at Seattle (city), WA (state), this 19th
day of September, 2003.

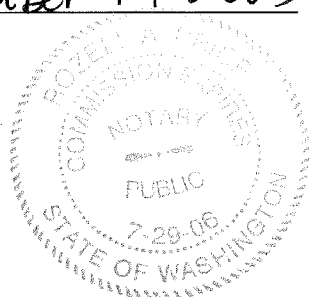

Brian Utter

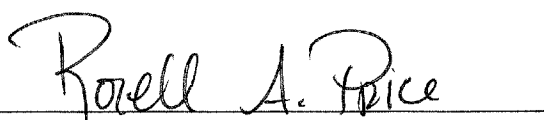
STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that Brian Utter is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: September 19, 2003

(Seal or stamp)




Signature
Printed Name: Rozell A. Price
Notary Public
My appointment expires July 29, 2006.

Executed at Seattle (city), WA (state), this 26th
day of September, 2003.

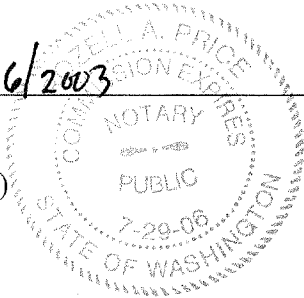
Douglas Welzel 9/26/2003
Douglas Welzel

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that Douglas Welzel is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: 9/26/2003

(Seal or stamp)



Rozell A. Price
Signature
Printed Name: Rozell A. Price
Notary Public
My appointment expires July 29, 2006

Executed at Seattle (city), WA (state), this 19th
day of Sept., 2003.

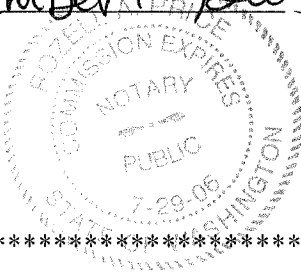
Douglas Irvine
Douglas Irvine

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that Douglas Irvine is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: September 19, 2003

(Seal or stamp)



Rozell A. Price
Signature
Printed Name: Rozell A. Price
Notary Public
My appointment expires July 29, 2006

Executed at Seattle (city), WA (state), this 22nd
day of September, 2003.

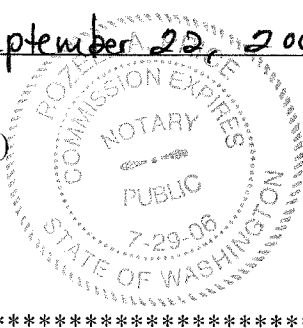
Dwayne Benefield
Dwayne Benefield

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that Dwayne Benefield is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: September 22, 2003

(Seal or stamp)



Rozell A. Price
Signature
Printed Name: Rozell A. Price
Notary Public
My appointment expires July 29, 2006

Executed at Seattle (city), WA (state), this 22nd
day of September, 2003.

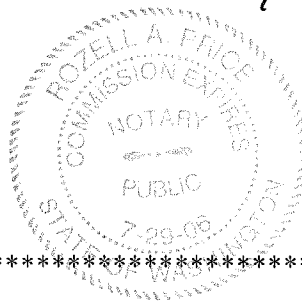
David Liu
David Liu

STATE OF WASHINGTON)
) ss.
COUNTY OF KING)

I certify that I know or have satisfactory evidence that David Liu is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: September 22, 2003

(Seal or stamp)



Rozell A. Price
Signature
Printed Name: Rozell A. Price
Notary Public
My appointment expires July 29, 2006

Executed at Glendale (city), KS (state), this 26th day of 11, 2003.

Jason Shaw

STATE OF _____)
) ss.
COUNTY OF _____)

I certify that I know or have satisfactory evidence that Jason Shaw is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: _____

(Seal or stamp)

Signature _____
 Printed Name: _____
 Notary Public _____
 My appointment expires _____

KLM:lpz