

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>YING SHAN</td><td>07/22/2008</td></tr><tr><td>YING LI</td><td>07/22/2008</td></tr></tbody></table>	Name	Execution Date	YING SHAN	07/22/2008	YING LI	07/22/2008	
Name	Execution Date						
YING SHAN	07/22/2008						
YING LI	07/22/2008						
RECEIVING PARTY DATA							
Name:	MICROSOFT CORPORATION						
Street Address:	ONE MICROSOFT WAY						
City:	REDMOND						
State/Country:	WASHINGTON						
Postal Code:	98052						
PROPERTY NUMBERS Total: 1							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12178956</td></tr></tbody></table>	Property Type	Number	Application Number:	12178956			
Property Type	Number						
Application Number:	12178956						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	MFCP.140465						
NAME OF SUBMITTER:	Elena K. McFarland						
Total Attachments: 1 source=140465_ASSIGNMENT#page1.tif							

OP \$40.00 12178956

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PATENT
REEL: 021286 FRAME: 0545

MS Docket No. 323813.01
(OC Docket No. MFCP.140465)PATENT ASSIGNMENT

WE, YING SHAN and YING LI ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ACTIVE AND PROGRESSIVE TARGETED ADVERTISING" ("APPLICATION"), which:

☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Shook, Hardy & Bacon L.L.P. 2555 Grand Blvd., Kansas City, Missouri 64108, who are associated with customer number 45809, to insert here in parenthesis (Application No. 12178956, filed 2008-07-24) this APPLICATION's Application No. and filing date, when known;

☐ was filed on _____ and was given Application 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);

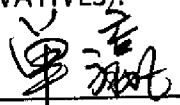
ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).



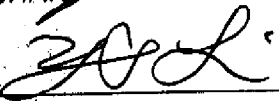
YING SHAN

7/22/2008

Date



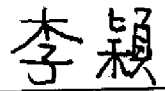
Printed Name In Native Language



YING LI

July 22, 2008

Date



Printed Name in Native Language