

# PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ROHAN SHETTY	07/10/2008
LI LI	07/16/2008
RECEIVING PARTY DATA	
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State/Country:	WASHINGTON
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PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12108592
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ATTORNEY DOCKET NUMBER:	MFCP.139046
NAME OF SUBMITTER:	Steven M. Kirkwood
Total Attachments: 1	
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OP \$40.00 12108592

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**PATENT**  
**REEL: 021290 FRAME: 0510**

PATENT ASSIGNMENT

MS Docket No.: 322902.01

I/WE, ROHAN SHETTY and LI LI ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ADVERTISEMENTS DRIVEN BY A USER" ("APPLICATION"), which:

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 45809, to insert here in parenthesis (Application No. \_\_\_\_\_, filed \_\_\_\_\_) this APPLICATION's Application No. and filing date, when known;

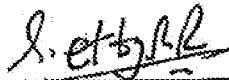
☒ was filed on 04/24/2008 and was given Application No. 12/108,592;

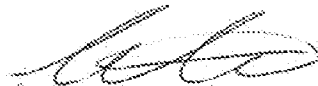

☐ is filed concurrently herewith;

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).

	<u>7/10/08</u>	<u>ROHAN SHETTY</u>
Inventor's Signature	Date	Printed Name In Native Language

	<u>7/16/08</u>	
Inventor's Signature	Date	Printed Name in Native Language