

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>Ion T. leong</td><td>08/16/2007</td></tr><tr><td>Christopher R. Barkley</td><td>08/15/2007</td></tr><tr><td>Matthew O. Anderson</td><td>08/14/2007</td></tr><tr><td>Richard Hansen Wolniewicz</td><td>06/20/2007</td></tr></tbody></table>	Name	Execution Date	Ion T. leong	08/16/2007	Christopher R. Barkley	08/15/2007	Matthew O. Anderson	08/14/2007	Richard Hansen Wolniewicz	06/20/2007	
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Ion T. leong	08/16/2007										
Christopher R. Barkley	08/15/2007										
Matthew O. Anderson	08/14/2007										
Richard Hansen Wolniewicz	06/20/2007										
RECEIVING PARTY DATA											
Name:	Amazon Technologies, Inc.										
Street Address:	P.O. Box 8102										
City:	Reno										
State/Country:	NEVADA										
Postal Code:	89507										
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>11758932</td></tr></tbody></table>	Property Type	Number	Application Number:	11758932							
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Application Number:	11758932										
CORRESPONDENCE DATA											
Fax Number:	(949)760-9502										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Address Line 4:	Seattle, WASHINGTON 98101										
ATTORNEY DOCKET NUMBER:	SEAZN.248A										
NAME OF SUBMITTER:	Maria C. Anderson										
Total Attachments: 6											

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PATENT
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Ion T. Jeong
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Christopher R. Barkley
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Matthew O. Anderson
1200 12TH Avenue South, Suite 1200
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Richard Hansen Wolniewicz
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Assignee:

Amazon Technologies, Inc.
P.O. Box 8102
Reno, Nevada 89507

AGREEMENT

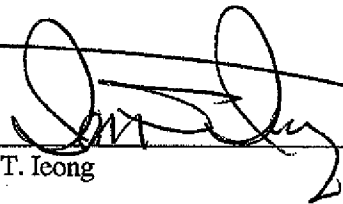
WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"REAL-TIME ADAPTIVE PROBABILISTIC SELECTION OF MESSAGES" for which:

- ☐ a non-provisional application for United States Letters Patent:
- ☒ was filed on June 6, 2007 and accorded U.S. Serial No. 11/758,932; or
- ☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of Perkins Coie LLP, P.O.
Box 1247, Seattle, Washington 98111-1247, associated with Customer No. 25096,
to insert here in parenthesis (U.S. Serial No. _____, filed
_____) this APPLICATION's U.S. Serial Number and filing date, when
known.

WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada having a place of business at P.O. Box 8102, Reno, Nevada 89507, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

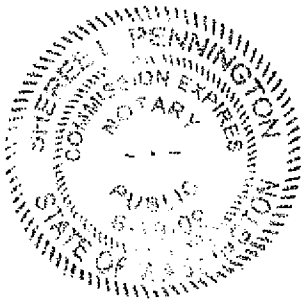
Date 8/16/2007


Ion T. Jeong

State of WASHINGTON)
County of KING) ss:
)

I certify that I know or have satisfactory evidence that Ion T. Jeong is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 8-16-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

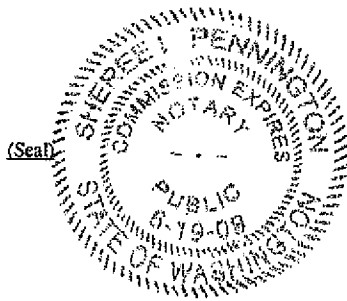
My commission expires 6-19-2009

15 Aug 2007
Date
State of WASHINGTON
County of KLING

Christopher R. Barkley
Christopher R. Barkley

)
) ss:
)

I certify that I know or have satisfactory evidence that Christopher R. Barkley is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 8-15-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009

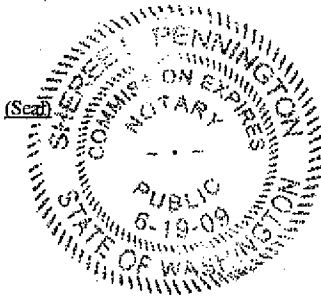
8/14/2007
Date

Matthew O. Anderson
Matthew O. Anderson

State of WASHINGTON)

County of KING) ss:

I certify that I know or have satisfactory evidence that Matthew O. Anderson is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 8-14-2007

Signature of Notary Public Sherée L. Pennington

Printed Name SHERÉE L. PENNINGTON

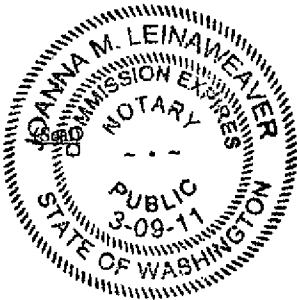
My commission expires 6-19-2009

June 20, 2007
Date

Richard Hansen Wolniewicz
Richard Hansen Wolniewicz

State of Washington)
County of Kitsap) ss:
)

I certify that I know or have satisfactory evidence that Richard Hansen Wolniewicz is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated June 20, 2007
Signature of Notary Public Joanna M. Leinaweaver
Printed Name Joanna M. Leinaweaver
My commission expires March 9, 2011