

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|  |                                  |
|--|----------------------------------|
| SUBMISSION TYPE:   | NEW ASSIGNMENT                   |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                       |
| <b>CONVEYING PARTY DATA</b>  |                                  |
| <b>Name</b>  | <b>Execution Date</b>            |
| Aman Kansal  | 09/04/2008                       |
| Nissanka Arachchige B. Priyantha   | 09/04/2008                       |
| Michel Goraczko  | 09/04/2008                       |
| Feng Zhao  | 09/04/2008                       |
| <b>RECEIVING PARTY DATA</b>  |                                  |
| <b>Name:</b>   | Microsoft Corporation            |
| <b>Street Address:</b>   | One Microsoft Way                |
| <b>City:</b>   | Redmond                          |
| <b>State/Country:</b>  | WASHINGTON                       |
| <b>Postal Code:</b>  | 98052                            |
| <b>PROPERTY NUMBERS Total: 1</b>   |                                  |
| <b>Property Type</b>   | <b>Number</b>                    |
| Application Number:  | 12206092                         |
| <b>CORRESPONDENCE DATA</b>   |                                  |
| Fax Number:  | (216)696-8731                    |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                  |
| Phone:   | 2166968730                       |
| Email:   | rstanford@thepatentattorneys.com |
| Correspondent Name:  | AMIN, TUROCY & CALVIN, LLP       |
| Address Line 1:  | 24TH FLOOR, NATIONAL CITY CENTER |
| Address Line 2:  | 1900 EAST NINTH STREET           |
| Address Line 4:  | CLEVELAND, OHIO 44114            |
| ATTORNEY DOCKET NUMBER:  | MS324488.01/MSFTP2384US          |
| NAME OF SUBMITTER:   | Himanshu S. Amin                 |

OP \$40.00 12206092

Total Attachments: 2

**500640771**

**PATENT**  
**REEL: 021494 FRAME: 0774**

source=Assignment#page1.tif  
source=Assignment#page2.tif

PATENT ASSIGNMENT

MS Docket No. MS324488.01  
OC Docket No. MSFTP2384US

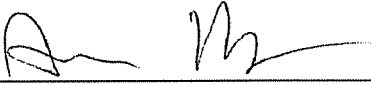
WE, AMAN KANSAL, NISSANKA ARACHCHIGE B. PRIYANTHA, MICHEL GORACZKO, and FENG ZHAO ("ASSIGNORS"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled " ENERGY COST REDUCTION AND AD DELIVERY" ("APPLICATION"), which:


- will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, ASSIGNEE'S legal representatives, of Amin, Turocy & Calvin, LLP, 24<sup>th</sup> Floor, National City Center, 1900 E. 9<sup>th</sup> Street, Cleveland, Ohio 44114, who are associated with customer number 27195, to insert here in parenthesis (Application No. 12/206,902, filed 9-8-2008) 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 ASSIGNORS, the ASSIGNORS hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNORS agree 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).

|   |  |
|---|--|
| <br><hr/> Inventor's Signature | <u>9/4/2008</u><br><hr/> Date  |
| <u>AMAN KANSAL</u><br><hr/> Printed Name in English   | <u>अमन कंसल</u><br><hr/> Printed Name in Native Language (if other than English) |

|  |   |
|--|---|
| <br>_____<br>Inventor's Signature | <u>9/4/2008</u><br>_____<br>Date  |
| NISSANKA ARACHCHIGE B.<br>PRIYANTHA<br>_____<br>Printed Name in English  | <u>නිසංක අරච්චිගේ එස් ප්‍රියන්ත</u><br>_____<br>Printed Name in Native Language (if other than English) |

|  |  |
|--|--|
| <br>_____<br>Inventor's Signature | <u>9/4/2008</u><br>_____<br>Date   |
| MICHEL GORACZKO<br>_____<br>Printed Name in English  | <u>Michał Goraczko</u><br>_____<br>Printed Name in Native Language (if other than English) |

|  |  |
|--|--|
| <br>_____<br>Inventor's Signature | <u>9/4/08</u><br>_____<br>Date   |
| FENG ZHAO<br>_____<br>Printed Name in English  | <u>FENG ZHAO</u><br>_____<br>Printed Name in Native Language (if other than English) |