

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Nathaniel B. Scholl</td><td>10/13/2008</td></tr><tr><td>Stephan G. Betz</td><td>10/17/2008</td></tr></tbody></table>		Name	Execution Date	Nathaniel B. Scholl	10/13/2008	Stephan G. Betz	10/17/2008				
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Stephan G. Betz	10/17/2008										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Amazon Technologies, Inc.</td></tr><tr><td>Street Address:</td><td>P.O. Box 8102</td></tr><tr><td>City:</td><td>Reno</td></tr><tr><td>State/Country:</td><td>NEVADA</td></tr><tr><td>Postal Code:</td><td>89507</td></tr></table>		Name:	Amazon Technologies, Inc.	Street Address:	P.O. Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
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Total Attachments: 4 source=026014_003010US_asgn#page1.tif source=026014_003010US_asgn#page2.tif											

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U.S. Patent Appln. No. 11/043,503
Filing Date January 25, 2005

Attorney Docket No. 026014-003010US
Client Docket No. REG00850 2005 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Nathaniel B. Scholl
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Seattle, WA 98144-2734

Stephan G. Betz
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Assignee:

Amazon Technologies, Inc.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"Bidding on Pending, Query Term-Based Advertising Opportunities" for which:

- ☒ a non-provisional application for United States Letters Patent:
- ☒ was filed on January 25, 2005 and accorded U.S. Serial No. 11/043,503; or
- ☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives, of (Insert Law Firm Name and Address Here), associated with Customer No. (Insert Law Firm Number), 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, 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 therefor 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 therefor.

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10/13/2008
Date

Nathaniel B. Schoff
Nathaniel B. Schoff

Witness: [Signature]
Witness Signature

Gregory J Conklin 10/13/08
Printed Name and Date


Witness: [Signature]
Witness Signature

Jason Crawford 10/13/08
Printed Name and Date

U.S. Patent Appln. No. 11/043,503
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Attorney Docket No. 026014-003010US
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10-17-2008
Date


Stephan G. Betz

State of Washington)
County of King) ss:
)

I certify that I know or have satisfactory evidence that Stephan G. Betz 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 10-17-2008
Signature of Sherree L. Pennington
Notary Public
Printed Name SHERREE L. PENNINGTON
My commission expires 6-19-2009