

Form PTO-1595 (Rev. 07/05)  
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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)**  
 Ralf Herbrich 10/14/2008  
 Thore Graepel 10/14/2008  
 David Stern 10/14/2008  
 Additional name(s) of conveying party(ies) attached?  Yes  No

**2. Name and address of receiving party(ies)**  
 Name: Microsoft Corporation  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: One Microsoft Way  
 \_\_\_\_\_  
 City: Redmond  
 State: WA  
 Country: \_\_\_\_\_ Zip: 98052-6399  
 Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**  
 Execution Date(s) Listed in Box 1 above.  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

**4. Application or patent number(s):**  This document is being filed together with a new application.  
 A. Patent Application No.(s)  
12/253,854 filed 10/17/2008  
 B. Patent No.(s)  
 Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**  
 Name: Lee & Hayes, PLLC  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: 421 W Riverside Ave Ste 500  
 \_\_\_\_\_  
 City: Spokane  
 State: WA Zip: 99201  
 Phone Number: 509-324-9256  
 Fax Number: 509-323-8979  
 Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) & 3.41)** \$ 40.00  
 Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**  
 a. Credit Card Last 4 Numbers 1091  
 Expiration Date 06/11  
 b. Deposit Account Number \_\_\_\_\_  
 Authorized User Name \_\_\_\_\_

**9. Signature:** [Signature] Oct. 29, 2008  
 Signature Date

Lewis C. Lee Reg # 34656 Total number of pages including cover sheet, attachments, and documents: 3  
 Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

OP \$40.00 12253854

PATENT ASSIGNMENT

MS Docket No.: 324957.01  
(OC Docket No.: )

I/WE, RALF HERBRICH, THORE GRAEPEL and DAVID STERN ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "RECOMMENDER SYSTEM" ("APPLICATION"), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Lee & Hayes, PLLC, 421 W. Riverside Avenue, Suite 500, Spokane, Washington 99201, who are associated with customer number 859 22801, to insert here in parenthesis (Application No. 14253, filed 10/17/08) this APPLICATION's Application No. and filing date, when known;

was filed on \_\_\_\_\_ and was given U.S. Serial 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).

Ralf Herbrich 14/10/08 RALF HERBRICH  
Inventor's Signature Date Printed Name in Native Language

Thore Graepel 14/10/08 THORE GRAEPEL  
Inventor's Signature Date Printed Name in Native Language

**PATENT ASSIGNMENT**

MS Docket No.: 324957.01  
(OC Docket No.: )

  
Inventor's Signature

14/10/08  
Date

DAVID STERN  
Printed Name in Native Language