

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>Andrew L. Silverman</td><td>11/10/2008</td></tr><tr><td>Shane McRoberts</td><td>11/10/2008</td></tr><tr><td>John Zybura</td><td>11/07/2008</td></tr></tbody></table>		Name	Execution Date	Andrew L. Silverman	11/10/2008	Shane McRoberts	11/10/2008	John Zybura	11/07/2008
Name	Execution Date								
Andrew L. Silverman	11/10/2008								
Shane McRoberts	11/10/2008								
John Zybura	11/07/2008								
RECEIVING PARTY DATA									
Name:	Microsoft Corporation								
Street Address:	One Microsoft Way								
City:	Redmond								
State/Country:	WASHINGTON								
Postal Code:	98052								
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>12268874</td></tr></tbody></table>		Property Type	Number	Application Number:	12268874				
Property Type	Number								
Application Number:	12268874								
CORRESPONDENCE DATA									
Fax Number: (425)936-7329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
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Address Line 4: Redmond, WASHINGTON 98052									
ATTORNEY DOCKET NUMBER:	325099.01								
NAME OF SUBMITTER:	Steven Spellman								
Total Attachments: 4 source=325099.01_Executed_Assignment_Final#page1.tif source=325099.01_Executed_Assignment_Final#page2.tif									

CH \$40.00 12268874

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PATENT
REEL: 021923 FRAME: 0368

PATENT ASSIGNMENT

MS Docket No.: 325099.01

I/WE, Andrew L. Silverman, Shane McRoberts, and John Zybura ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SELECTION OF MEDIA CONTENT ITEM HAVING PREFERRED INSTANCE ATTRIBUTES" ("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 69316, to insert here in parenthesis (Application No. 12/268,874, filed 11/11/2008) 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 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).

Andrew L. Silverman
Inventor's Signature

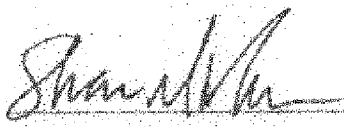
11/10/08
Date

Andrew L. Silverman
Andrew L. Silverman

Printed Name in Native Language (if
other than English)

PATENT ASSIGNMENT

M5 Docket No.: 325099.01

 Inventor's Signature	<u>11/10/8</u> Date
<u>Shane McRoberts</u> Shane McRoberts	Printed Name in Native Language (if other than English)

 Inventor's Signature	 Date
 John Zybura	Printed Name in Native Language (if other than English)

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_____ Inventor's Signature	_____ Date
_____ Andrew L. Silverman	_____ Printed Name in Native Language (if other than English)

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MS Docket No.: 325099.01

_____ Inventor's Signature	_____ Date
_____ Shane McRoberts	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
_____ John Zybura	_____ Printed Name in Native Language (if other than English)