

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Eric I. Chang</td> <td>10/21/2008</td> </tr> <tr> <td>Raman Chandrasekar</td> <td>10/24/2008</td> </tr> <tr> <td>Michael Tsang</td> <td>10/22/2008</td> </tr> <tr> <td>Tian Bai</td> <td>10/22/2008</td> </tr> </tbody> </table>		Name	Execution Date	Eric I. Chang	10/21/2008	Raman Chandrasekar	10/24/2008	Michael Tsang	10/22/2008	Tian Bai	10/22/2008
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Eric I. Chang	10/21/2008										
Raman Chandrasekar	10/24/2008										
Michael Tsang	10/22/2008										
Tian Bai	10/22/2008										
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" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12193657</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12193657						
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Application Number:	12193657										
CORRESPONDENCE DATA											
Fax Number:	(206)359-7193										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Email:	SKempe@perkinscoie.com										
Correspondent Name:	Sara Kempe										
Address Line 1:	P.O. Box 1247										
Address Line 4:	Seattle, WASHINGTON 98111-1247										
ATTORNEY DOCKET NUMBER:	418268481US										
NAME OF SUBMITTER:	Maurice J. Pirio										

OP \$40.00 12193657

Total Attachments: 5
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PATENT ASSIGNMENT

MS Docket No.: 324121.01
(OC Docket No. 418268481US)

I/WE, Raman Chandrasekar, residing at Seattle, Washington, with a post office address of c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, Tian Bai, residing at Beijing, China, with a post office address of c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, Eric I. Chang, residing at Beijing, China, with a post office address of c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, and Michael Tsang, residing at Beijing, China, with a post office address of c/o Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052 ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "CONTEXT BASED ONLINE ADVERTISING" ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, Perkins Coie LLP, P.O. Box 1247, Seattle, WA 98111-1247, who are associated with customer number 45979, to insert here in parenthesis (Application No.: _____, filed _____) this APPLICATION's U.S. Serial Number and filing date, when known;
- was filed on August 18, 2008 and was given U.S. Serial No. 12/193,657;
- 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);

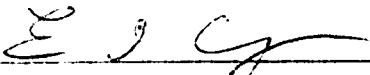
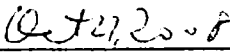

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

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(OC Docket No. 418268481US)

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

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

Eric I. Chang	
	
Inventor's Signature	Date
	_____
Printed Name in English	Printed Name in Native Language (if other than English)

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(OC Docket No. 418268481US)


Raman Chandrasekar	
<u>P. Chandrasekar</u>	<u>24 Oct 2008</u>
Inventor's Signature	Date
<u>RAMAN CHANDRASEKAR</u>	
Printed Name In English	Printed Name In Native Language (if other than English)

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

Eric I. Chang	
_____	_____
Inventor's Signature	Date
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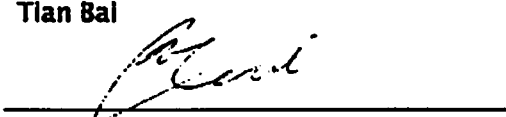
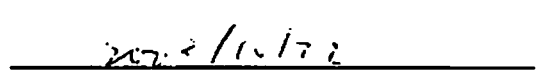
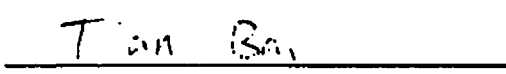
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(OC Docket No. 418268481US)

Michael Tsang	
 Inventor's Signature	<u>Oct. 22, 2008</u> Date
<u>MICHAEL TSANG</u> Printed Name in English	 Printed Name in Native Language (if other than English)

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Raman Chandrasekar	
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Tian Bai	
	
Inventor's Signature	Date
	_____
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Eric I. Chang	
_____	_____
Inventor's Signature	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)