

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Rajeev Bashyam Rajan	03/05/2009
RECEIVING PARTY DATA	
Name:	Microsoft Corporation
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PROPERTY NUMBERS Total: 1	
Property Type	Number
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PATENT ASSIGNMENT

I/WE, Rajeev Bashyam Rajan ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SCALABLE DYNAMIC CONTENT DELIVERY AND FEEDBACK SYSTEM" ("APPLICATION"), which:

- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Workman Nydegger, 1000 Eagle Gate Tower, 60 East South Temple, Salt Lake City, UT 84111, who are associated with customer number 47973, to insert here in parenthesis (U.S. Serial No. 12/399,494, filed March 06, 2009) this APPLICATION's U.S. Serial Number 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).

<u>Rajeev B. Rajan</u>	<u>March 5, 2009</u>
Inventor's Signature	Date
<u>Rajeev Bashyam Rajan</u>	
Printed Name in English	Printed Name in Native Language (if other than English)