

Form PTO-1595 (Rev. 07/05)  
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MS1 - 3839US

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)**

Jian Hu 1/16/09  
Jian-Tao Sun 1/16/09  
Zheng Chen 1/16/09

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

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**3. Nature of conveyance/Execution Date(s):**

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- Assignment  Merger
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- Joint Research Agreement
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- 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)  
12/356,272 filed 1/20/2009

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: 601 W Riverside Ave Ste 1400  
City: Spokane  
State: WA Zip: 99201  
Phone Number: 509-324-9256  
Fax Number: 509-323-8978

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)

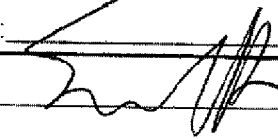
**8. Payment Information**

a. Credit Card Last 4 Numbers 2073  
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b. Deposit Account Number \_\_\_\_\_

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**9. Signature:**

  
Signature

3/25/09  
Date

Emmanuel A. Rivera Reg # 45760  
Name of Person Signing

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**PATENT ASSIGNMENT**

MS Docket No. 325848.01  
(OC Docket No. MS1-383905)

I/WE, Jian Hu, Jian-Tao Sun, Zheng Chen, . . . . . ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Enhancing keyword advertising using Wikipedia semantics" ("APPLICATION"), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, to insert here in parenthesis (Application No. 12/356,292, filed 1/20/2009) 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).

<i>Jian H. Hu</i>	<i>2009-1-16</i>	
Inventor's Signature	Date	Printed Name in Native Language <i>Jian Hu</i>

<i>Jian-Tao Sun</i>	<i>2009-1-16</i>	
Inventor's Signature	Date	Printed Name in Native Language <i>Jian-Tao Sun</i>

<i>Zheng Chen</i>	<i>2009-1-16</i>	
Inventor's Signature	Date	Printed Name in Native Language <i>Zheng Chen</i>