

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Roy Varshavsky	07/09/2009
Moshe Tennenholtz	07/09/2009
Ron Karidi	07/09/2009
RECEIVING PARTY DATA	
Name:	Microsoft Corporation
Street Address:	One Microsoft Way
City:	Redmond
State/Country:	WASHINGTON
Postal Code:	98052
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12500657
CORRESPONDENCE DATA	
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Correspondent Name:	MICROSOFT CORPORATION
Address Line 1:	ONE MICROSOFT WAY
Address Line 4:	REDMOND, WASHINGTON 98052
ATTORNEY DOCKET NUMBER:	327354.01
NAME OF SUBMITTER:	Russell S. Krajec
Total Attachments: 3 source=327354-01-Executed-Assignment#page1.tif source=327354-01-Executed-Assignment#page2.tif	

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PATENT ASSIGNMENT

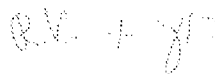
I/WE, **Roy Varshavsky, Moshe Tennenholtz, Ron Karidi** ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "**Hybrid Recommendation System**" ("APPLICATION"), which:

- ☒ 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. 12500657, filed 10Jul2009) this APPLICATION's Application No. and filing date, when known;
- ☐ was filed on _____ and was given Application No. _____;
- ☐ is filed concurrently herewith;

Microsoft Corporation of Redmond, WA, 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).


Roy Varshavsky

Moshe Tennenholtz

Ron Karidi

Date: Thursday, July 09, 2009

Printed Name (if native language is other than English): רועי ורשבסקי

Date: _____

Printed Name (if native language is other than English): _____

Date: _____

Printed Name (if native language is other than English): _____

PATENT ASSIGNMENT

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Roy Varshavsky

Date: _____
Printed Name (if native language is other than English): _____

Moshe Tennenholtz

Date: July 9, 2009
Printed Name (if native language is other than English): משה טננהולץ

Moshe Tennenholtz

Ron Karidi

Date: _____
Printed Name (if native language is other than English): _____

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Roy Varshavsky

Date: _____
Printed Name (if native language is other than English): _____

Moshe Tennenholtz

Date: _____
Printed Name (if native language is other than English): _____



Date: July 9, 2009
Printed Name (if native language is other than English): Ron Karidi

Ron Karidi