OP \$40.00 125

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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Address Line 4: REDMOND, WASHINGTON 98052

ATTORNEY DOCKET NUMBER: 327354.01

NAME OF SUBMITTER: Russell S. Krajec

Total Attachments: 3

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PATENT REEL: 022938 FRAME: 0001

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PATENT REEL: 022938 FRAME: 0002 Case Number: 327354.01 **Patent Assignment**

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:

	authorizes, and requests, ASSIGNE Affairs Department, Microsoft Corpo 98052, who are associated with cus (Application No. 12500657 , filed and filing date, when known; was filed on and was	ATENT ASSIGNMENT. ASSIGNOR hereby EE'S legal representatives, of the Law and Corporate pration, One Microsoft Way, Redmond, Washington stomer number 69316, to insert here in parenthesis 10Jul 2009 this APPLICATION's Application No.
	is filed concurrently herewith;	
assigns ("ASSIGN interest in the INVE therefrom, such as countries ("APPLIC FO ASSIGNOR, the A exclusive rights, tit DERIVATIVES); AS prosecution of the	EE"), is entitled to, and is desirous of ENTION and the APPLICATION (and continuing applications, in and for the CATION DERIVATIVES")); or good and valuable consideration, the SSIGNOR hereby sells, assigns and le and interest in the INVENTION and SSIGNOR agrees to execute all instraint APPLICATION (and APPLICATION and for the purpose of protecting and	WA, on behalf of itself and its successors and facquiring, the entire and exclusive rights, title and dall other applications and patents derived the United States, its territories, and all foreign the receipt of which is hereby acknowledged by the transfers to the ASSIGNEE, the entire and dath APPLICATION (and APPLICATION) the application of the making and DERIVATIVES), for litigation regarding letters patent dispersion of the patent dispersion of the application of the patent dispersion of the application of the applic
Roy Varshavsky	•	Date: Thursday, July 09, 2009 Printed Name (if native language is other than English): רועי ורשבסקי
Moshe Tennenhol	tz	Date: Printed Name (if native language is other than English):
Ron Karidi		Date: Printed Name (if native language is other than

327354.01 Patent Assignment

Page 1 of 1

Case Number: 327354.01 Patent Assignment

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assigns ("ASSIGN interest in the INVI therefrom, such as	EE"), is entitled to, and is desirou ENTION and the APPLICATION (s continuing applications, in and fo	nd, WA, on behalf of itself and its successors and its of acquiring, the entire and exclusive rights, title and (and all other applications and patents derived or the United States, its territories, and all foreign
Roy Varshavsky	CATION DERIVATIVES"));	Date: Printed Name (if native language is other than English):
Mosla Tense.	i la	Date:July 9, 2009 Printed Name (if native language is other than English): משה טננהולץ
Moshe Tennenho	<u>ltz</u>	Date:
Ron Karidi		Printed Name (if native language is other than

327354.01 Patent Assignment

Page 1 of 1

Patent Assignment Case Number: 327354.01

PATENT ASSIGNMENT

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<u>[X]</u>	authorizes, and requests, Affairs Department, Microso 98052, who are associated	SSIGNEE'S legal representatives, of the Law and Corporate ft Corporation, One Microsoft Way, Redmond, Washington with customer number 69316, to insert here in parenthesis
	and filing date, when known	_, filed) this APPLICATION's Application No.
		and was given Application No;
	is filed concurrently herewith	
Mi	crosoft Corporation of Rec	mond, WA, on behalf of itself and its successors and
•		irous of acquiring, the entire and exclusive rights, title and
		ON (and all other applications and patents derived
		nd for the United States, its territories, and all foreign
•	CATION DERIVATIVES"));	
	•	ration, the receipt of which is hereby acknowledged by the
		ns and transfers to the ASSIGNEE, the entire and
DERIVATIVES);	e and interest in the invent	ION and the APPLICATION (and APPLICATION
	SSIGNOR agrees to execute	all instruments and documents required for the making and
		ATION DERIVATIVES), for litigation regarding letters patent
		eting and perfecting title to the APPLICATION (and
APPLICATION DE		and perioding the territory in Electricity (and
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		Date:
Roy Varshavsky		Printed Name (if native language is other than
		English):
		Date:
Moshe Tennenholt	tz	Printed Name (if native language is other than
		English):
es A.E.,		Date: July 9, 2009
		Printed Name (if native language is other than
		English): Ron Karidi
Ron Karidi		
TOIL TOIL		
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PATENT RECORDED: 07/10/2009 REEL: 022938 FRAME: 0005