

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amazon.com, Inc.	06/11/2009
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	P.O. Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	11057608
Application Number:	12500507
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	AMAZON.12A1C1
NAME OF SUBMITTER:	Ronald J. Schoenbaum
Total Attachments: 3 source=ASSIGNMENT3-AMAZON12A1#page1.tif source=ASSIGNMENT3-AMAZON12A1#page2.tif source=ASSIGNMENT3-AMAZON12A1#page3.tif	

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PATENT
 REEL: 022950 FRAME: 0556

ASSIGNMENT

WHEREAS, **Amazon.com, Inc.**, a corporation of the state of Delaware having a place of business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144 (hereinafter "Assignor"), is the owner the patents and patent applications listed below (collectively "Patent Assets"):

1. U.S. Pat. 6,963,850, titled COMPUTER SERVICES FOR ASSISTING USERS IN LOCATING AND EVALUATING ITEMS IN AN ELECTRONIC CATALOG BASED ON ACTIONS PERFORMED BY MEMBERS OF SPECIFIC USER COMMUNITIES.
2. U.S. Pat. Appl. No. 11/057,608, filed February 14, 2005, titled COMPUTER SERVICES FOR IDENTIFYING AND EXPOSING ASSOCIATIONS BETWEEN USER COMMUNITIES AND ITEMS IN A CATALOG, which is a continuation of U.S. Pat. 6,963,850.

WHEREAS, **Amazon Technologies, Inc.**, a corporation of the state of Nevada having a place of business at P.O. Box 8102, Reno, Nevada 89507 (hereinafter "Assignee"), desires to acquire the entire right, title, and interest in and to the Patent Assets, and any corresponding patents that may be granted in the United States or in any foreign countries or regions.

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the Patent Assets, including (1) any divisionals, continuations, and continuations-in-part of the Patent Assets and any other applications claiming priority rights from the Patent Assets; (2) any reissues, reexaminations, or extensions of any of the Patent Assets; (3) all claims for damages and all remedies arising out of any violation of the rights assigned herein that may have accrued prior to the date of assignment to Assignee, or may accrue hereafter, including the right to sue for, collect, and retain, damages for past infringements, and (4) the right to claim priority rights deriving from the Patent Assets. Assignor requests the Commissioner of Patents to issue any patent of the United States that may be issued on the Patent Assets to Assignee.

AMAZON.COM, INC.

By: _____

Name Printed: Scott R. Hayden

Title: Vice President

Date: 6/11/2009

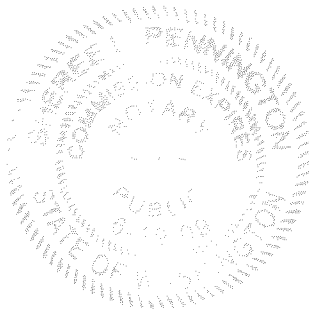
STATE OF WASHINGTON }

COUNTY OF KING }

ss.

I certify that I know or have satisfactory evidence that Scott R. Hayden is the person who appeared before me, and that he stated under oath that he is the duly elected and acting Vice President of Amazon.com, Inc., that he has the authority to execute this instrument, and that his execution of this instrument is his free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated: 6/11/2009

Signature of
Notary Public: _____

Sheree L. Pennington

Printed Name: Sheree L. Pennington

My Commission Expires: 6/19/2009

AMAZON TECHNOLOGIES, INC.

By: Robyn Hess

Name Printed: Robyn Hess

Title: Assistant Secretary

Date: June 10, 2009

Witness name: Marisa Alcaraz

Witness signature: Marisa Alcaraz