

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Arnd Christian Konig</td> <td>05/15/2009</td> </tr> <tr> <td>Michael Gamon</td> <td>05/15/2009</td> </tr> <tr> <td>Qiang Wu</td> <td>05/18/2009</td> </tr> <tr> <td>Roger P. Menezes</td> <td>05/14/2009</td> </tr> <tr> <td>Monwhea Jeng</td> <td>05/14/2009</td> </tr> </tbody> </table>		Name	Execution Date	Arnd Christian Konig	05/15/2009	Michael Gamon	05/15/2009	Qiang Wu	05/18/2009	Roger P. Menezes	05/14/2009	Monwhea Jeng	05/14/2009
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RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Microsoft Corporation</td> </tr> <tr> <td>Street Address:</td> <td>One Microsoft Way</td> </tr> <tr> <td>City:</td> <td>Redmond</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98052</td> </tr> </table>		Name:	Microsoft Corporation	Street Address:	One Microsoft Way	City:	Redmond	State/Country:	WASHINGTON	Postal Code:	98052		
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CORRESPONDENCE DATA													
<p>Fax Number: (425)936-7329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 425-707-2290</p> <p>Email: dbouton@microsoft.com</p> <p>Correspondent Name: Dianne Bouton</p> <p>Address Line 1: One Microsoft Way</p> <p>Address Line 2: Patent Group Docketing Dept</p> <p>Address Line 4: Redmond, WASHINGTON 98052</p>													
ATTORNEY DOCKET NUMBER:	326741.01												
NAME OF SUBMITTER:	Medha Kajla												

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PATENT
REEL: 023223 FRAME: 0369

Total Attachments: 6

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PATENT ASSIGNMENT

MS Docket No.: 326741.01

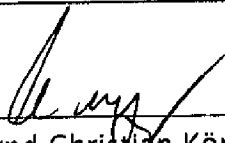
I/WE, Arnd Christian König, Michael Gamon, Qiang Wu, Roger P. Menezes and Monwhea Jeng ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Click-Through Prediction for News Queries" ("APPLICATION"), which:

- ☐ 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. _____, filed _____) this APPLICATION'S Application No. and filing date, when known;
- ☒ was filed on 05/21/2009 and was given Application No. 12/469,692
- ☐ 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).

 Arnd Christian König (Signature)	<u>05/15/2009</u> Date
<u>Arnd Christian König</u> Printed Name in English	 Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 326741.01

<u>Michael Gamon</u> Michael Gamon (Signature)	<u>May 15, 2009</u> Date
<u>Michael Gamon</u> Printed Name in English	 Printed Name in Native Language (if other than English)

 _____ Qiang Wu (Signature)	 _____ Date
 _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

 _____ Roger P. Menezes (Signature)	 _____ Date
 _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

 _____ Monwhea Jeng (Signature)	 _____ Date
 _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

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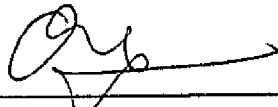
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<u>Printed Name in English</u>	<u>Printed Name in Native Language (if other than English)</u>

 <u>Qiang Wu (Signature)</u>	<u>05/18/2009</u> <u>Date</u>
<u>Qiang Wu</u> <u>Printed Name in English</u>	<u>吴强</u> <u>Printed Name in Native Language (if other than English)</u>

<u>Roger P. Menezes (Signature)</u>	<u>Date</u>
<u>Printed Name in English</u>	<u>Printed Name in Native Language (if other than English)</u>

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