

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>Michael C. Kunz</td> <td>09/21/2009</td> </tr> <tr> <td>Ari D. Galen</td> <td>09/17/2009</td> </tr> <tr> <td>Chad S. Estes</td> <td>09/21/2009</td> </tr> </tbody> </table>		Name	Execution Date	Michael C. Kunz	09/21/2009	Ari D. Galen	09/17/2009	Chad S. Estes	09/21/2009		
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CORRESPONDENCE DATA											
Fax Number: (425)936-7329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 425-707-2290 Email: dbouton@microsoft.com Correspondent Name: Dianne Bouton Address Line 1: One Microsoft Way Address Line 2: Patent Group Docketing Dept Address Line 4: Redmond, WASHINGTON 98052											
ATTORNEY DOCKET NUMBER:	327652.01										
NAME OF SUBMITTER:	Medha Kajla										
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PATENT ASSIGNMENT


I/WE, Michael C. Kunz, Ari D Galen, Chad S. Estes ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Zero Fixed Placement Ads" ("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 09/22/2009 and was given Application No. 12/564,674;
- ☐ 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).

Inventor's Signature 	Date <u>9/21/09</u>
Michael C. Kunz Printed Name in English <u>Michael C Kunz</u>	Printed Name in Native Language (if other than English)

Inventor's Signature  Ari D. Galen	Date 9/17/09
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature Chad S. Estes	Date
Printed Name in English	Printed Name in Native Language (if other than English)

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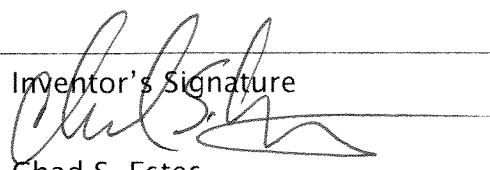
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Inventor's Signature 	Date 9/21/09
Printed Name in English CHAD S. ESTES	Printed Name in Native Language (if other than English)