

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Adam Paul Hoffman	12/04/2009
Marcus K. Swenson	12/04/2009
Layla M. Driscoll	12/04/2009
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:	12631756
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	13768.1772
NAME OF SUBMITTER:	Adrian J. Lee

OP \$40.00 12631756

Total Attachments: 4
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**PATENT
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PATENT ASSIGNMENT

I/WE, Adam Paul Hoffman, Marcus K. Swenson and Layla M. Driscoll ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEGMENTATION AND PROFILING OF USERS" ("APPLICATION"), which:

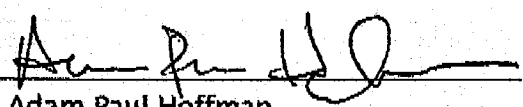
- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Workman Nydegger, 1000 Eagle Gate Tower, 60 East South Temple, Salt Lake City, UT 84111, who are associated with customer number 47973, to insert here in parenthesis (U.S. Serial No. _____, filed _____) this APPLICATION's U.S. Serial Number and filing date, when known;
- was filed on December 4, 2009 and was given Application No. 12/631,756;
- 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).

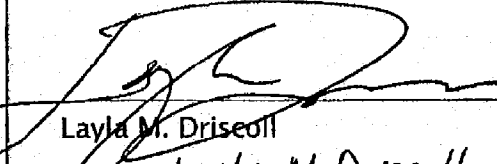
MS Docket No. 328201.01
(OC Docket No. 13768.1772)

	<u>12/04/2009</u>
Adam Paul Hoffman	Date
<u>ADAM PAUL HOFFMAN</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

MS Docket No. 328201.01
(OC Docket No. 13768.1772)

	<u>12/4/2009</u>
Marcus K. Swenson	Date
<u>Marcus K. SWENSON</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

MS Docket No. 328201.01
(OC Docket No. 13768.1772)

 _____ Layla M. Driscoll _____ Printed Name in English	<p>12/04/09</p> _____ Date _____ Printed Name in Native Language (if other than English)
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