

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>REID ANDERSEN</td> <td>01/06/2010</td> </tr> <tr> <td>DAVID MAX CHICKERING</td> <td>01/05/2010</td> </tr> <tr> <td>EWA DOMINOWSKA</td> <td>01/05/2010</td> </tr> <tr> <td>MATT JACOBSEN</td> <td>01/05/2010</td> </tr> <tr> <td>ANTON MITYAGIN</td> <td>01/05/2010</td> </tr> </tbody> </table>		Name	Execution Date	REID ANDERSEN	01/06/2010	DAVID MAX CHICKERING	01/05/2010	EWA DOMINOWSKA	01/05/2010	MATT JACOBSEN	01/05/2010	ANTON MITYAGIN	01/05/2010
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<b>CORRESPONDENCE DATA</b>													
<p><b>Fax Number:</b> (816)421-5547  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p><b>Phone:</b> 816-474-6550</p> <p><b>Email:</b> cneeley@shb.com</p> <p><b>Correspondent Name:</b> SHOOK, HARDY &amp; BACON LLP (c/o MICROSOFT)</p> <p><b>Address Line 1:</b> 2555 Grand Boulevard</p> <p><b>Address Line 4:</b> Kansas City, MISSOURI 64108</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	328017.01/MFCP.152214												
<b>NAME OF SUBMITTER:</b>	Alison L. Erickson												

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**PATENT**  
**REEL: 023783 FRAME: 0518**

Total Attachments: 5

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PATENT ASSIGNMENT

WE/I, REID ANDERSEN, DAVID MAX CHICKERING, EWA DOMINOWSKA, MATT JACOBSEN and ANTON MITYAGIN ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "EVALUATING PREFERENCES OF CONTENT ON A WEBPAGE" ("APPLICATION"), which:

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Shook, Hardy & Bacon L.L.P. 2555 Grand Blvd., Kansas City, Missouri 64108, who are associated with customer number 45809, to insert here in parenthesis (Application No. \_\_\_\_\_, filed \_\_\_\_\_) this APPLICATION's Application No. and filing date, when known;

☒ was filed on 12/31/2009 and was given Application No. 12/650,713;

☐ 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).

<u>Reid Andersen</u> REID ANDERSEN	<u>1-6-10</u> Date	<u>REID ANDERSEN</u> Printed Name in Native Language
<u>DAVID MAX CHICKERING</u>	<u>                    </u> Date	<u>                    </u> Printed Name in Native Language
<u>EWA DOMINOWSKA</u>	<u>                    </u> Date	<u>                    </u> Printed Name in Native Language

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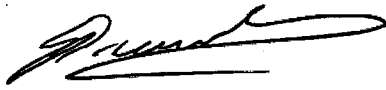
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REID ANDERSEN	Date	Printed Name in Native Language
	1/5/2010	David M. Chickering
DAVID MAX CHICKERING	Date	Printed Name in Native Language
EWA DOMINOWSKA	Date	Printed Name in Native Language

PATENT ASSIGNMENT



01/05/2010

Ewa Dominowska

EWA DOMINOWSKA

Date

Printed Name in Native Language

MATT JACOBSEN

Date


Printed Name in Native Language

ANTON MITYAGIN

Date

Printed Name in Native Language

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MATT JACOBSEN

1/5/2010  
Date

MATTHEW JACOBSEN  
Printed Name in Native Language

ANTON MITYAGIN

Date

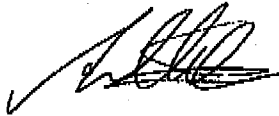
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АНТОН МИТЯГИН

ANTON MITYAGIN

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