

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Danae M. Kokenos | 02/12/2010 |
| Matthew T. Tavis | 03/09/2010 |
| Charles Porter Schermerhorn | 02/12/2010 |
| RECEIVING PARTY DATA | |
| Name: | Amazon Technologies, Inc. |
| Street Address: | PO Box 8102 |
| City: | Reno |
| State/Country: | NEVADA |
| Postal Code: | 89507 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12683737 |
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| ATTORNEY DOCKET NUMBER: | AM2-0274US |
| NAME OF SUBMITTER: | Jennifer Phipps |

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Total Attachments: 5
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Danae M. Kokenos
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Matthew T. Tavis
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Charles Porter Schermerhorn
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Assignee:

Amazon Technologies, Inc.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"Offering Items Identified in a Media Stream" for which:

a non-provisional application for United States Letters Patent:

was filed on 01/07/2010 and accorded U.S. Serial No. 12/683,737; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby

authorizes and requests ASSIGNEE'S legal representatives, of Lee & Hayes PLLC, 601

W Riverside Ste 1400, Spokane, WA 99201, associated with Customer No. 29150, to

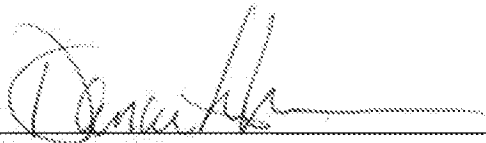
insert here in parenthesis (U.S. Serial No. 12/683,737, filed 01/07/2010) this

APPLICATION's U.S. Serial Number and filing date, when known.

WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada having a place of business at Reno, Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

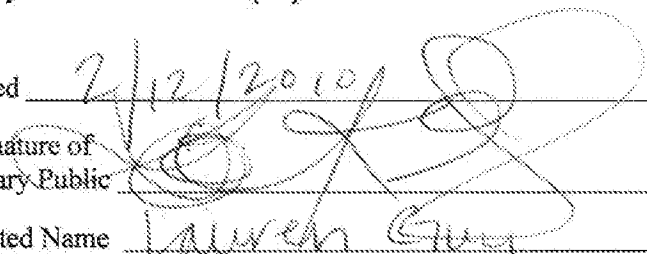
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefore.

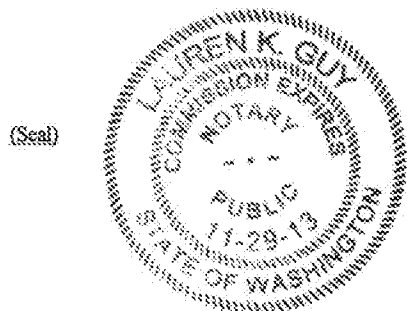
2/12/10
Date


Danae M. Kokenos

State of Washington)
) ss:
County of King)

I certify that I know or have satisfactory evidence that Danae M. Kokenos is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 2/12/2010
Signature of 
Notary Public
Printed Name Lauren Guy
My commission expires 11-29-13



March 9, 2010
Date

Matthew T. Tavis
Matthew T. Tavis

State of Washington)
County of King) ss:
)

I certify that I know or have satisfactory evidence that Matthew T. Tavis is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 3/9/10
Signature of [Handwritten Signature]
Notary Public
Printed Name Lauren K. Guy
My commission expires 11-29-13

02/12/2010
Date

[Signature]
Charles Porter Schermerhorn

State of Washington)
) ss:
County of King)

I certify that I know or have satisfactory evidence that Charles Porter Schermerhorn is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 2-12-2010



Signature of Notary Public [Signature]

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2013