

# PATENT ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	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>VISWANATH VADLAMANI</td><td>03/03/2010</td></tr> <tr><td>TAREK NAJM</td><td>03/01/2010</td></tr> <tr><td>PHANI VADDADI</td><td>03/05/2010</td></tr> <tr><td>RAJEEV PRASAD</td><td>02/25/2010</td></tr> <tr><td>ABHINAI SRIVASTAVA</td><td>02/22/2010</td></tr> <tr><td>MUNIRATHNAM SRIKANTH</td><td>02/22/2010</td></tr> <tr><td>ARUNGUNRAM CHANDRASEKARAN SURENDRAN</td><td>03/12/2010</td></tr> </tbody> </table>		Name	Execution Date	VISWANATH VADLAMANI	03/03/2010	TAREK NAJM	03/01/2010	PHANI VADDADI	03/05/2010	RAJEEV PRASAD	02/25/2010	ABHINAI SRIVASTAVA	02/22/2010	MUNIRATHNAM SRIKANTH	02/22/2010	ARUNGUNRAM CHANDRASEKARAN SURENDRAN	03/12/2010
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<b>RECEIVING PARTY DATA</b>																	
<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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<b>CORRESPONDENCE DATA</b>																	
Fax Number: (816)421-5547 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 816-474-6550 Email: cschurle@shb.com Correspondent Name: SHOOK, HARDY & BACON L.L.P. (MICROSOFT C Address Line 1: INTELLECTUAL PROPERTY DEPARTMENT Address Line 2: 2555 GRAND BOULEVARD Address Line 4: KANSAS CITY, MISSOURI 64108-2613																	
ATTORNEY DOCKET NUMBER:	328615.01/MFCP.153203																

OP \$40.00 12701330

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**PATENT**  
**REEL: 024106 FRAME: 0531**

NAME OF SUBMITTER:

John S. Golian

**Total Attachments: 8**

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MS Docket No. 328615.01  
(OC Docket No.) MFCP.153203

PATENT ASSIGNMENT

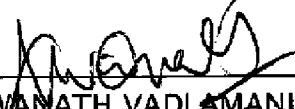
I/WE, VISWANATH VADLAMANI, ABHINAI SRIVASTAVA, TAREK NAJM, MUNIRATHNAM SRIKANTH, PHANI VADDADI, ARUNGUNRAM CHANDRASEKARAN SURENDRAN and RAJEEV PRASAD ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEMANTIC ADVERTISING SELECTION FROM LATERAL CONCEPTS AND TOPICS" ("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 February 5, 2010 and was given Application No. 12/701,330;
- ☐ 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).

  
\_\_\_\_\_  
VISWANATH VADLAMANI

02/05/2010  
\_\_\_\_\_  
Date

Viswanath Vadlamani  
\_\_\_\_\_  
Printed Name in Native Language

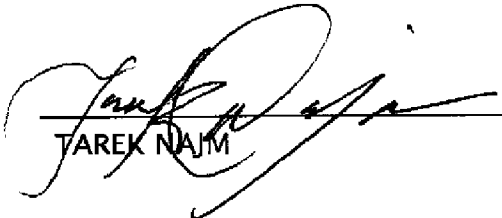
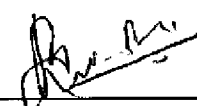
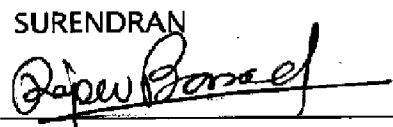
\_\_\_\_\_  
ABHINAI SRIVASTAVA

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name in Native Language

MS Docket No. 328615.01  
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PATENT ASSIGNMENT

 TAREK NAJM	<u>3.1.2010</u> Date	<u>Tarek Nazm</u> Printed Name in Native Language
MUNIRATHNAM SRIKANTH	Date	Printed Name in Native Language
 PHANI VADDADI	<u>3.5.2010</u> Date	<u>Phani Vaddadi</u> Printed Name in Native Language
ARUNGUNRAM CHANDRASEKARAN SURENDRAN	Date	Printed Name in Native Language
 RAJEEV PRASAD	<u>2/25/2010</u> Date	<u>RAJEEV PRAIAD</u> Printed Name in Native Language

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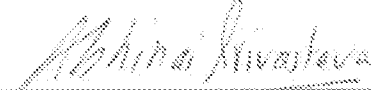
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VISWANATH VADLAMANI

\_\_\_\_\_  
Date

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2/22/2010

अभिनाय श्रीवास्तव

\_\_\_\_\_  
ABHINAI SRIVASTAVA

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..... ABHINAI SRIVASTAVA	..... Date	..... Printed Name in Native Language

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TAREK NAJM

Date

Printed Name in Native Language

*M. Srikanth*

*02/22/2010*

*Munirathnam SRIKANTH*

MUNIRATHNAM SRIKANTH

Date

Printed Name in Native Language

PHANI VADDADI

Date

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ARUNGUNRAM

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RAJEEV PRASAD

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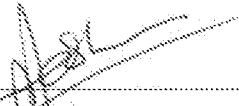
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