# Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE:      | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT     |

#### **CONVEYING PARTY DATA**

| 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     |

#### **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: | 12701330 |

#### **CORRESPONDENCE DATA**

Fax Number: (816)421-5547

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SHOOK, HARDY & BACON L.L.P. (MICROSOFT C Correspondent Name: INTELLECTUAL PROPERTY DEPARTMENT Address Line 1:

Address Line 2: 2555 GRAND BOULEVARD

KANSAS CITY, MISSOURI 64108-2613 Address Line 4:

ATTORNEY DOCKET NUMBER: 328615.01/MFCP.153203

**PATENT** REEL: 024106 FRAME: 0531

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| NAME OF SUBMITTER:   | John S. Golian |
|--|----------------|
| Total Attachments: 8 source=MFCP_153203_Assign#page1.tif source=MFCP_153203_Assign#page2.tif source=MFCP_153203_Assign#page3.tif source=MFCP_153203_Assign#page4.tif source=MFCP_153203_Assign#page5.tif source=MFCP_153203_Assign#page6.tif |                |
| source=MFCP_153203_Assign#page7.tif<br>source=MFCP_153203_Assign#page8.tif   |                |

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

## PATENT ASSIGNMENT

| MUNIRATHNAM SRIKANTH, PHA<br>SURENDRAN and RAJEEV PRASA<br>("INVENTION") disclosed and/or of<br>ADVERTISING SELECTION FROM L<br>which: | NI VADDADI, ARU<br>AD ("ASSIGNOR"), i<br>laimed in a patent<br>ATERAL CONCEPTS | nave invented subject matter<br>application entitled "SEMANTIC<br>AND TOPICS" ("APPLICATION")                             | l<br>r<br>; |
|--|--|---|-------------|
| hereby authorizes,<br>Shook, Hardy & Ba<br>64108, who are a  | and requests, ASSI<br>acon L.L.P. 2555 Grassociated with cust                  | ATENT ASSIGNMENT. ASSIGNOR GNEE'S legal representatives, of and Blvd., Kansas City, Missour comer number 45809, to insert | f<br>i<br>t |
| APPLICATION's App  | olication No. and fili   | , filed) this<br>ng date, when known;   |             |
| <u> </u>   |  | nd was given Application No   | •           |
| is filed concurrent  | •  | tion, on behalf of itself and its   | <b>c</b>    |
| successors and assigns ("ASSIGNE entire and exclusive rights, title a  | E"), is entitled to, a   | nd is desirous of acquiring, the  | e           |
| (and all other applications and  |  |   |             |
| applications, in and for the Unit ("APPLICATION DERIVATIVES"));  |  |   |             |
| •  | consideration, the   | receipt of which is hereby  | Ý           |
| acknowledged by the ASSIGNOR,  |  |   |             |
| the ASSIGNEE, the entire and excl  |  | d interest in the INVENTION and   | į           |
| the APPLICATION (and APPLICATIO  |  | and documents required for the  | <u> </u>    |
| making and prosecution of the  |  |   |             |
| litigation regarding letters patent  |  |   |             |
| and perfecting title to the APPLICA  |  |   |             |
| higheld  | 07 07 2010   | Visux varue VADI  | <u>AMA</u>  |
| VISWANATH VADLAMANI  | Date   | Printed Name in Native Langua   | ge          |
|  | •  |   |             |
| ABHINAI SRIVASTAVA   | Date   | Printed Name in Native Langua   | .ge         |

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

### PATENT ASSIGNMENT

| Jank 1 1                                     | 31.2010   | Tarek Nasm                      |
|--|-----------|---------------------------------|
| TAREK NAJM                                   | Date      | Printed Name in Native Language |
| MUNIRATHNAM SRIKANTH                         | Date      | Printed Name in Native Language |
| And Marie                                    | 3.5.2010  | Phani Vaddadi                   |
| PHANI VADDADI                                | Date      | Printed Name in Native Language |
| ARUNGUNRAM                                   | <br>Date  | Printed Name in Native Language |
| CHANDRASEKARAN<br>SURENDRAN<br>Dapun Borsa e | 2/25/2010 | RAJEEV PRAJAD                   |
| RAJEEV PRASAD                                | Date      | Printed Name in Native Language |

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| I/WE, VISWANATH VAD  | LAMANI, ABHINAI   | SRIVASTAVA, TAREK NAJM,  |  |  |
|--|---|--|--|--|
| MUNIRATHNAM SRIKANTH, PH   | ANI VADDADI, AR   | UNGUNRAM CHANDRASEKARAN  |  |  |
| SURENDRAN and RAJEEV PRASAD ("ASSIGNOR"), have invented subject matter   |   |  |  |  |
| ("INVENTION") disclosed and/or   |   |  |  |  |
| ADVERTISING SELECTION FROM   |   |  |  |  |
| which:   |   |  |  |  |
| will be filed with hereby authorizes Shook, Hardy & E 64108, who are here in parenthes APPLICATION's Applications and assigns ("ASSIGN entire and exclusive rights, title (and all other applications and applications, in and for the Unit ("APPLICATION DERIVATIVES"));  For good and valuable acknowledged by the ASSIGNOR, the ASSIGNEE, the entire and exclusive rights and exclusive rights. | s, and requests, ASS facon L.L.P. 2555 Grassociated with custion No | NVENTION and the APPLICATION therefrom, such as continuing tories, and all foreign countries receipt of which is hereby by sells, assigns and transfers to ind interest in the INVENTION and |  |  |
|  |   | and documents required for the   |  |  |
| making and prosecution of the  |   |  |  |  |
| litigation regarding letters patent  |   |  |  |  |
| and perfecting title to the APPLIC   | ALION (and AFFLICA  | ION DERIVATIVES).  |  |  |
|  |   |  |  |  |
| VISWANATH VADLAMANI  | Date  | Printed Name in Native Language  |  |  |
| Abhinai Kivasteve  | 2/22/200  | _ उम्मिनय श्रीवास्तव   |  |  |
| ABHĪNAI SRIVASTAVA   | Date  | Printed Name in Native Language  |  |  |

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| TAREK NAJM                                | Date | Printed Name in Native Language |
|---|------|---------------------------------|
| MUNIRATHNAM SRIKANTH                      | Date | Printed Name in Native Language |
| PHANI VADDADI                             | Date | Printed Name in Native Language |
| ARUNGUNRAM<br>CHANDRASEKARAN<br>SURENDRAN | Date | Printed Name in Native Language |
| RAIEEV PRASAD                             | Date | Printed Name in Native Language |

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| MUNIRATHNAM SRIKANTH, PHOSURENDRAN and RAJEEV PRAS  ("INVENTION") disclosed and/or  ADVERTISING SELECTION FROM which:  will be filed with hereby authorizes Shook, Hardy & B 64108, who are here in parenthesis APPLICATION's Application's Application, a Nuccessors and assigns ("ASSIGN) entire and exclusive rights, title applications, in and for the Unit ("APPLICATION DERIVATIVES")); | ANI VADDADI, AR AD ("ASSIGNOR"), claimed in a patent LATERAL CONCEPTS out this executed P s, and requests, ASS lacon L.L.P. 2555 Glassociated with custos (Application No. and fillebruary 5, 2010 and fillebruary 5, 2010 and interest in the I d patents derived ted States, its territation of the I deal of the I | have invented subject matter application entitled "SEMANTIC AND TOPICS" ("APPLICATION"),  ATENT ASSIGNMENT. ASSIGNOR IGNEE'S legal representatives, of rand Blvd., Kansas City, Missouri tomer number 45809, to insert filed) this ing date, when known; nd was given Application No.  tion, on behalf of itself and its and is desirous of acquiring, the NVENTION and the APPLICATION therefrom, such as continuing tories, and all foreign countries |
|--|---|---|
| For good and valuable acknowledged by the ASSIGNOR, the ASSIGNEE, the entire and exc the APPLICATION (and APPLICATION)   | the ASSIGNOR herel<br>lusive rights, title ar<br>DN DERIVATIVES);<br>ute all instruments  | and documents required for the  |
| litigation regarding letters patent and perfecting title to the APPLICA  | derived therefrom, a  | and for the purpose of protecting   |
| VISWANATH VADLAMANI  | Date  | Printed Name in Native Language   |
| ABHINAI SRIVASTAVA   | Date  | Printed Name in Native Language   |

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| TAREK NAJM                                | Date       | Printed Name in Native Language |
|---|------------|---------------------------------|
| M. Solcant                                | 02/22/2010 | MUNISATINAM SRIKANTH            |
| MUNIRATHNAM SRIKANTH                      | Date       | Printed Name in Native Language |
| PHANI VADDADI                             | Date       | Printed Name in Native Language |
| ARUNGUNRAM<br>CHANDRASEKARAN<br>SURENDRAN | Date       | Printed Name in Native Language |
| RAIEEV PRASAD                             | Date       | Printed Name in Native Language |

| MUNIRATHNAM SRIKANTH, PHA<br>SURENDRAN and RAJEEV PRASA<br>("INVENTION") disclosed and/or of<br>ADVERTISING SELECTION FROM I<br>which:   | NN VADDADI, ARI<br>AD ("ASSIGNOR"),<br>claimed in a patent<br>.ATERAL CONCEPTS          | have invented subject matter application entitled "SEMANTIC                                      |
|--|---|--|
| hereby authorizes<br>Shook, Hardy & B<br>64108, who are a<br>here in parenthesi  | , and requests, ASS<br>acon L.L.P. 2555 Gr<br>associated with cus<br>s (Application No. | IGNEE'S legal representatives, of and Blvd., Kansas City, Missouri tomer number 45809, to insert |
| ⊠ was filed on <u>Fe</u><br><u>12/701.330</u> :<br>□ is filed concurrent   | bruary 5, 2010 a<br>ly herewith;  | nd was given Application No.  tion, 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 acknowledged by the ASSIGNOR, the ASSIGNEE, the entire and exclute APPLICATION (and APPLICATION)   | the ASSIGNOR hereb<br>usive rights, title an  |  |
| 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  | Date  | Printed Name in Native Language  |
| ABHINAI SRIVASTAVA   | Date  | Printed Name in Native Language  |

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| TAREK NAJM                                | Date      | Printed Name in Native Language |
|---|-----------|---------------------------------|
| MUNIRATHNAM SRIKANTH                      | Date      | Printed Name in Native Language |
| PHANI VADDADI                             | Date      | Printed Name in Native Language |
| VA  | 3-12-2010 | AC SUREMUMAN                    |
| ARUNGUNKAM<br>CHANDRASEKARAN<br>SURENDRAN | Date      | Printed Name in Native Language |
| RAIEEV PRASAD                             | Date      | Printed Name in Native Language |

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**PATENT REEL: 024106 FRAME: 0540** 

**RECORDED: 03/19/2010**