

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Sean M. Scott	02/18/2010
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	P.O. Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12634287
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Address Line 4:	Atlanta, GEORGIA 30309
ATTORNEY DOCKET NUMBER:	REG93288/60082.0008US01
NAME OF SUBMITTER:	Leonard J. Hope
Total Attachments: 3 source=REG93288 Fully Executed Assignment#page1.tif source=REG93288 Fully Executed Assignment#page2.tif source=REG93288 Fully Executed Assignment#page3.tif	

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Seam M. Scott
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
"CUSTOMIZED PRODUCT DISPLAY" for which:

☒ a non-provisional application for United States Letters Patent;

☒ was filed on December 9, 2009 and accorded U.S. Serial No. 12/634,287; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of
HOPE BALDAUFF HARTMAN, LLC at 1720 Peachtree Street, N.W., Suite 1010,
Atlanta, Georgia 30309, associated with Customer No. 53377, to insert here in
parenthesis (U.S. Serial No. _____, filed _____) 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, 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 therefor 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 therefor.

U.S. Patent Appln. No. 12/634,287
Filing Date December 9, 2009

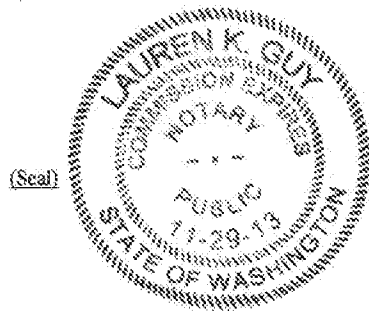
Attorney Docket No. 60082.0008US01
Client Docket No. REG93288 2009 PT

2/18/10
Date


Sean M. Scott

State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that Sean M. Scott 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 2/18/10
Signature of Notary Public 
Printed Name Lauren K. Guy
My commission expires 11-29-13