

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Sean Kollenkark</td><td>03/29/2010</td></tr><tr><td>Chad Gibson</td><td>03/24/2010</td></tr><tr><td>Clifton James Hebert</td><td>03/24/2010</td></tr><tr><td>Cory Cirrincione</td><td>03/24/2010</td></tr><tr><td>Doug Berrett</td><td>03/29/2010</td></tr><tr><td>Joe McClanahan</td><td>03/29/2010</td></tr></tbody></table>		Name	Execution Date	Sean Kollenkark	03/29/2010	Chad Gibson	03/24/2010	Clifton James Hebert	03/24/2010	Cory Cirrincione	03/24/2010	Doug Berrett	03/29/2010	Joe McClanahan	03/29/2010
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RECEIVING PARTY DATA															
<table border="1"><tr><td>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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PROPERTY NUMBERS Total: 1															
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>12749887</td></tr></tbody></table>		Property Type	Number	Application Number:	12749887										
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CORRESPONDENCE DATA															
Fax Number: (425)936-7329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
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ATTORNEY DOCKET NUMBER:	328930.01														

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REEL: 024163 FRAME: 0954

CH \$40.00 12749887

NAME OF SUBMITTER:

Garyma Saksena

Total Attachments: 3

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PATENT ASSIGNMENT

MS Docket No.: 328930.01

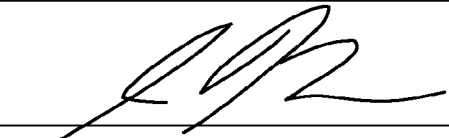
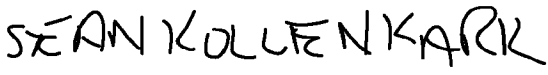
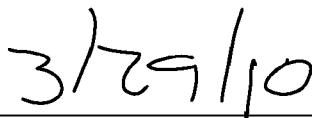
I/WE, Sean Kollenkark, Chad Gibson, Clifton James Hebert, Cory Cirrincione, Doug Berrett, and Joe McClanahan ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "CONTROLLING MEDIA CONSUMPTION PRIVACY SETTINGS" ("APPLICATION"), which:

- ☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No. \_\_\_\_\_, filed \_\_\_\_\_) this APPLICATION's Application No. and filing date, when known;
- ☒ was filed on 03/30/2010 and was given Application No. 12/749887,
- ☐ 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"));


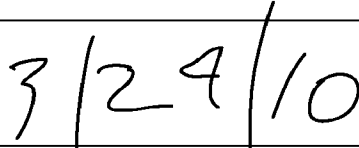

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);



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).


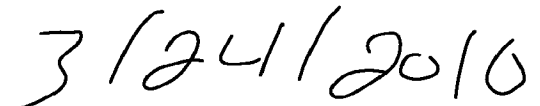
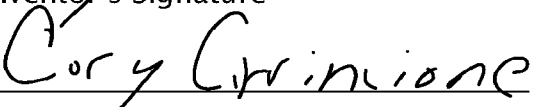
 _____ Inventor's Signature  _____ Sean Kollenkark	 _____ Date _____ Printed Name in Native Language (if other than English)
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Inventor's Signature	Date
	
Chad Gibson	Printed Name in Native Language (if other than English)

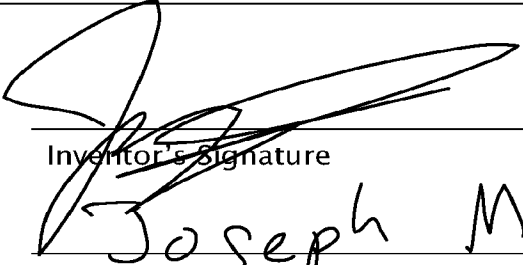
	
Inventor's Signature	Date
Clifton James Hebert	Printed Name in Native Language (if other than English)

	
Inventor's Signature	Date
	
Cory Cirrincione	Printed Name in Native Language (if other than English)

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 _____ Inventor's Signature	<u>3/29/2010</u> _____ Date
<u>Doug Berrett</u> _____ Doug Berrett	_____ Printed Name in Native Language (if other than English)

 _____ Inventor's Signature	<u>3/29/2010</u> _____ Date
<u>Joe McClanahan</u> _____ Joe McClanahan	_____ Printed Name in Native Language (if other than English)