

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amazon.com, Inc.	03/30/2010
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:	10268048
CORRESPONDENCE DATA	
Fax Number:	(949)760-9502
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	949-721-2819
Email:	danielle.hart@kmob.com
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP
Address Line 1:	2040 MAIN STREET, 14TH FLOOR
Address Line 4:	IRVINE, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	AMAZON.8C1CP1
NAME OF SUBMITTER:	Ronald J. Schoenbaum
Total Attachments: 1 source=Assignment-AMAZON-8C1CP1#page1.tif	

CH \$40.00 10268048

ASSIGNMENT

WHEREAS, **Amazon.com, Inc.**, a Delaware corporation having offices at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144 (hereinafter "Assignor"), is the owner of U.S. Patent Appl. No. 10/268,048, filed October 7, 2002, titled USER INTERFACE AND METHODS FOR RECOMMENDING ITEMS TO USERS ("Application").


WHEREAS, **Amazon Technologies, Inc.**, a corporation of the state of Nevada having a place of business at P.O. Box 8102, Reno, Nevada 89507 (hereinafter "Assignee"), desires to acquire the entire right, title, and interest in and to the Application, and any corresponding patents and patent rights that may be granted.

For valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the Application, including (1) any divisionals, continuations, and continuations-in-part thereof; (2) any reissues, reexaminations, or extensions of or corresponding to the Application; (3) the right to claim priority rights deriving from the Application; and (4) the right to sue for, collect, and retain, damages for past infringements.

Assignor requests the Commissioner of Patents to issue any patent of the United States that may be issued on the Application to Assignee.

Amazon.com, Inc.

By



Scott R. Hayden
Vice President

Date:

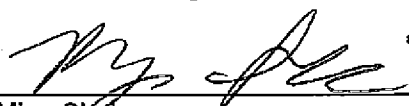
3-30-2010

Witness:



Amazon Technologies, Inc.

By



Ming Shui
Vice President

Date:

3/30/10

Witness:

