

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amazon.com, Inc.	04/14/2010
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	P.O. Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 7	
Property Type	Number
Patent Number:	7472077
Patent Number:	7389294
Patent Number:	7614547
Patent Number:	7614552
Patent Number:	7600682
Patent Number:	7497369
Patent Number:	7493274
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	AMAZON.075A

PATENT

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REEL: 024244 FRAME: 0571

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NAME OF SUBMITTER:

Ronald J. Schoenbaum

Total Attachments: 3

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ASSIGNMENT

WHEREAS, **Amazon.com, Inc.**, a corporation of the state of Delaware having a place of business at 1200 12th Avenue South, Suite 1200, Seattle, Washington 98144 (hereinafter "Assignor"), is the owner of the patents and patent application listed below (collectively "Patent Assets"):

1. U.S. Patent 7,472,077, titled USER INTERFACES AND METHODS FOR FACILITATING USER-TO-USER SALES.
2. U.S. Patent 7,389,294, titled SERVICES FOR GENERATION OF ELECTRONIC MARKETPLACE LISTINGS USING PERSONAL PURCHASE HISTORIES OR OTHER INDICIA OF PRODUCT OWNERSHIP.
3. U.S. Patent 7,614,547, titled MARKETPLACE SYSTEM CAPABLE OF USING PURCHASE HISTORY DATA TO GENERATE LISTING REQUEST MESSAGES.
4. U.S. Patent 7,614,552, titled MARKETPLACE SYSTEM THAT SUPPORTS USER-TO-USER SALES VIA A DEFINITIVE PRODUCT CATALOG.
5. U.S. Patent 7,493,274, titled MARKETPLACE SYSTEM IN WHICH USERS GENERATE AND BROWSE USER-TO-USER PREORDER LISTINGS VIA A DEFINITIVE PRODUCTS CATALOG.
6. U.S. Patent 7,600,682, titled MARKETPLACE SYSTEM IN WHICH USERS GENERATE PREORDER LISTINGS VIA A DEFINITIVE PRODUCT CATALOG.
7. U.S. Patent 7,497,369, titled METADATA SERVICE THAT SUPPORTS USER-TO-USER SALES VIA THIRD PARTY WEB PAGES.
8. Japanese Patent 4300301, titled ONLINE SALES SYSTEM.
9. European patent appl. no. 02776385.3, titled SERVICES FOR GENERATION OF ELECTRONIC MARKETPLACE LISTINGS USING PERSONAL PURCHASE HISTORIES OR OTHER INDICIA OF PRODUCT OWNERSHIP.

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 Patents Assets, 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 Patents Assets, including (1) any reissues, reexaminations, extensions, divisionals, and continuations of any of the Patent Assets; and (2) all claims for

damages and all remedies arising out of any violation of the rights assigned herein that may have accrued prior to the date of assignment to Assignee, or may accrue hereafter, including the right to sue for, collect, and retain, damages for past infringements.

AMAZON.COM, INC.

By: 

Name Printed: Scott R. Hayden

Title: Vice President

Date: April 14, 2010

STATE OF WASHINGTON }
COUNTY OF KING } ss.

I certify that I know or have satisfactory evidence that Scott R. Hayden is the person who appeared before me, and that he stated under oath that he is the duly elected and acting Vice President of Amazon.com, Inc., that he has the authority to execute this instrument, and that his execution of this instrument is his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated: 4-14-2010

Signature of Notary Public: Sheree L. Pennington

(Seal)

Printed Name: Sheree L. Pennington

My Commission Expires: 6/19/2013

AMAZON TECHNOLOGIES, INC.

By: M. Shi

Name Printed: Ming Shi

Title: V. P.

Date: 9/15/10

Witness by: Robyn Hess

Witness name: Robyn Hess

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