

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Eric Alfred HERRMANN	04/20/2007
Stephan G. BETZ	04/24/2007
Joel Andrew SHAPIRO	04/20/2007
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:	11693904
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	026014-004000US
NAME OF SUBMITTER:	Anna Marie Arante

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Total Attachments: 5
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Eric Alfred Herrmann
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Seattle, WA 98144-2734

Stephan G. Betz
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Joel Andrew Shapiro
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Assignee:

Amazon Technologies, Inc.
P.O. Box 8102
Reno, Nevada 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
“ADVERTISEMENT GENERATOR BASED ON EXTERNAL TRAFFIC” for which:

a non-provisional application for United States Letters Patent:

was filed on March 30, 2007 and accorded U.S. Serial No. 11/693,904; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE’S legal representatives, of Perkins Coie LLP, P.O. Box 1247, Seattle, Washington 98111-1247, associated with Customer No. 25096, 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 having a place of business at P.O. Box 8102, Reno, Nevada 89507, 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 therefore 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 therefore.

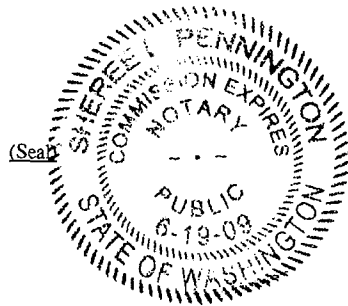
4-20-2007
Date

Eric Alfred Herrmann
Eric Alfred Herrmann

State of WASHINGTON)

County of KING)
) ss:
)

I certify that I know or have satisfactory evidence that Eric Alfred Herrmann 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 4-20-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009

4-24-2007
Date
State of WASHINGTON
County of KING

[Signature]
Stephan G. Betz

)
) ss:
)

I certify that I know or have satisfactory evidence that Stephan G. Betz 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.

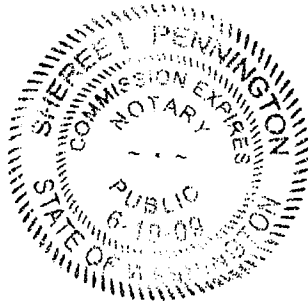
Dated 4-24-2007

Signature of [Signature]
Notary Public

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009

(Seal)



4-20-2007
Date

Joel Andrew Shapiro
Joel Andrew Shapiro

State of WASHINGTON)

County of KING) ss:
)

I certify that I know or have satisfactory evidence that Joel Andrew Shapiro 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 4-20-2007

Signature of Notary Public Sheree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009

(Seal)

