Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT	ASSIGNMENT	
CONVEYING PARTY	/ DATA			
Ν		Name	Execution Date	
Darren A. Apfel			03/26/2010	
Brian C. McDowell			03/26/2010	
Paolo V. Malabuyo			03/23/2010	
Mark J. Weinberg			04/21/2010	
RECEIVING PARTY	DATA			
Name:	Microsoft Corpo	pration		
Street Address:	One Microsoft V	Vay		
City:	Redmond			
State/Country:	WASHINGTON			
Postal Code:	98052			
PROPERTY NUMBE	RS Total: 1			
PROPERTY NUMBE	Гуре	Number		
	Гуре	Number 2765621		
Property 7	Гуре : 12			
Property T Application Number:	Гуре : 12	2765621		
Property T Application Number: CORRESPONDENCI Fax Number:	Гуре 12 : 12 Е DATA (425)936-7	2765621		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone:	Гуре 12 : 12 E DATA (425)936-7 / <i>be sent via US M</i> 425-707-2	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email:	Type : 12 E DATA (425)936-7 <i>be sent via US M</i> 425-707-2 dbouton@	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email: Correspondent Name	Type 12 : 12 E DATA (425)936-7 : (425)936-7 : be sent via US M : 425-707-2 : Dianne Bo	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com uton		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email: Correspondent Name Address Line 1:	Type 12 E DATA (425)936-7 <i>be sent via US M</i> 425-707-2 dbouton@ 0ne Micro	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com uton soft Way		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email: Correspondent Name	Type Type E DATA (425)936-7 (425)936-7 (425-707-2 dbouton@ e: Dianne Bo One Micro Patent Gro	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com uton		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email: Correspondent Name Address Line 1: Address Line 2:	Type 12 E DATA (425)936-7 be sent via US M 425-707-2 dbouton@ e: Dianne Bo One Micro Patent Gro Redmond,	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com uton soft Way pup Docketing Dept		
Property T Application Number: CORRESPONDENCI Fax Number: <i>Correspondence will</i> Phone: Email: Correspondent Name Address Line 1: Address Line 2: Address Line 4:	Type Type Type E DATA (425)936-7 (425)936-7 (425-707-2 dbouton@ 425-707-2 dbouton@ e: Dianne Bo One Micro Patent Gro Redmond, T NUMBER:	2765621 7329 <i>ail when the fax attempt is unsuccessful.</i> 290 microsoft.com uton soft Way bup Docketing Dept WASHINGTON 98052		

	source=328823.01 Executed Assignment#page1.tif
	source=328823.01 Executed Assignment#page2.tif
	source=328823.01 Executed Assignment#page3.tif
	source=328823.01 Executed Assignment#page4.tif
	source=328823.01 Executed Assignment#page5.tif
	source=328823.01 Executed Assignment#page6.tif
	source=328823.01 Executed Assignment#page7.tif
	source=328823.01 Executed Assignment#page8.tif
I	

I/WE, Darren A. Apfel, Brian C. McDowell, Paolo V. Malabuyo, Mark J. Weinberg ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Customizing Streaming Content Presentation" ("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 _______ and was given Application No. _______;

 \Box 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).

ан талан таларын талап талар тала тала калар талар керекери каталар борт каталыктар керекери талар жана жана т Талар	
Inventor's Signature	Date 5/21/10
Printed Name in English	Printed Name in Native Language (if other than English)

Page 1 of 2 PATENT REEL: 024276 FRAME: 0074

and the second se	Inventor's Signature	Date
	Brian C. McDowell	
	Printed Name in English	Printed Name in Native Language (if
		other than English)

		and we have a series of the	100
Inventor's Signature		Date	an balancer
Paolo V. Malabuyo	Lange spaces of the second		
Printed Name in English		Printed Name in Native Language (if	
		other than English)	l

5 <u>1</u> 1 4

			ng ang mang to base	nen an
-				
	an a	Inventor's Signature		Date
يتعديد أندابه				
		Mark J. Weinberg		
agen Weisbarn de		Printed Name in English		Printed Name in Native Language (If
				other than English)

12/765621

PATENT ASSIGNMENT

I/WE, Darren A, Apfel, Brian C, McDowell, Paolo V, Malabuyo, Mark J, Weinberg ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Customizing Streaming Content Presentation" ("APPLICATION"). which:

> igsqcup 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:

X was filed on ^{04/22/2010} and was given Application No.

 \Box 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).

а. та п ренист на т		
	Inventor's Signature Darren A. Apfel	Date
	Printed Name In English	Printed Name in Native Language (if other than English)

Page) of 2

PATENT REEL: 024276 FRAME: 0076

n 1997 - Andreas Andreas, and an	
Inventor's Signature	Date
Bi Masth	3/24/2010
Brian C. McDowell	
Printed Name in English	Printed Name in Native Language (if
	other than English)

an an an Arrange	
Inventor's Signature	Date
Paolo V. Malabuyo	
Printed Name in English	Printed Name in Native Language (if
	other than English)

and the second second

ny za mana na posta posta posta posta posta da seria de comenza en a comencia da comencia da comencia de comenc

a na		
tanina any initia paramana initia any amin'ny tanàna amin'ny tanàna amin'ny tanàna amin'ny tanàna amin'ny tanàn I Juan Juan Danis ao Frantsa amin'ny tanàna amin'ny tanàna amin'ny tanàna amin'ny tanàna amin'ny tanàna amin'ny	Date	ang pangang pan
Inventor's Signature		
Mark J. Weinberg	a se	
Printed Name in English	Printed Name in Native Language (if	N
	other than English)	

Page 2 of 2

PATENT REEL: 024276 FRAME: 0077

I/WE, Darren A. Apfel, Brian C. McDowell, Paolo V. Malabuyo, Mark J. Weinberg ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Customizing Streaming Content Presentation" ("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 __04/22/2010 __and was given Application No. _______;

 \Box 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	Date
Darren A. Apfel	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature	Date
Brian C. McDowell	
Printed Name in English	Printed Name in Native Language (if other than English)

Dade Undertaine	March 23, 2010 Date
Paolo V. Malabuyo	
Printed Name in English	Printed Name in Native Language (if other than English)

nventor's Signature	Date
Mark J. Weinberg	
Printed Name in English	Printed Name in Native Language (if
	other than English)

I/WE, Darren A. Apfel, Brian C. McDowell, Paolo V. Malabuyo, Mark J. Weinberg ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Customizing Streaming Content Presentation" ("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; X was filed on $\frac{04/22/2010}{}$ and was given Application No. $\frac{12/765621}{}$;

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	Date
Darren A. Apfel	
Printed Name in English	Printed Name in Native Language (if
	other than English)

Inventor's Signature Brian C. McDowell	Date
Printed Name in English	Printed Name in Native Language (if other than English)

· · .		
	Inventor's Signature	Date
•	Paolo V. Malabuyo Printed Name in English	 Printed Name in Native Language (if
	****	 other than English)

'		· ·	
Ċ.			
		÷	
	ารู้แกะมีพระเหลือพระกรุกมากมีพระเหลือการกระกระกระกรุกมีพระกระกรุกมากกระกรุกมากมีพระกระกรุกมากมากระกระกระกระกระ -		a had some and and a second of the second
	Inventor's Signature		Date
	181 1 7 1 1 1	• •	
	MAL.W.L.		4/21/2010
	Mark J. Weihberg		
		v.eine.in	n belative transfer with a the term and the ender a the decide attraction of the term of term of the term of
1000	Printed Name in English		Printed Name in Native Language (if
	Mart J. Weinberg		other than English)
n trapic din	and a second	hominand	LANGUS ENDER MER AND DER ANNAL AND