

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Darren A. Apfel</td> <td>03/26/2010</td> </tr> <tr> <td>Brian C. McDowell</td> <td>03/26/2010</td> </tr> <tr> <td>Paolo V. Malabuyo</td> <td>03/23/2010</td> </tr> <tr> <td>Mark J. Weinberg</td> <td>04/21/2010</td> </tr> </tbody> </table>		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
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Paolo V. Malabuyo	03/23/2010										
Mark J. Weinberg	04/21/2010										
RECEIVING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">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											
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CORRESPONDENCE DATA											
<p>Fax Number: (425)936-7329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 425-707-2290 Email: dbouton@microsoft.com Correspondent Name: Dianne Bouton Address Line 1: One Microsoft Way Address Line 2: Patent Group Docketing Dept Address Line 4: Redmond, WASHINGTON 98052</p>											
ATTORNEY DOCKET NUMBER:	328823.01										
NAME OF SUBMITTER:	Garyma Saksena										
Total Attachments: 8											

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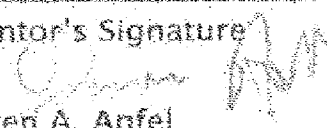
I/WE, Darren A. Apfel, Brian C. McDowell, Paolo V. Malabuyo, Mark J. Weinberg ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Customizing Streaming Content Presentation" ("APPLICATION"), which:

- ☐ 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. 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 <u>3/21/10</u>
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)

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

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

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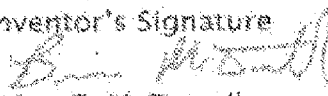
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Inventor's Signature	Date
Darren A. Apfel	
Printed Name In English	Printed Name In Native Language (if other than English)

Inventor's Signature 	Date 3/24/2010
Brian C. McDowell Printed Name in English	Printed Name in Native Language (if other than English)

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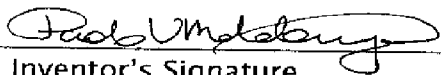
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Brian C. McDowell	
Printed Name in English	Printed Name in Native Language (if other than English)

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

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Paolo V. Malabuyo	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date 4/21/2010
Mark J. Weinberg	
Printed Name in English Mark J. Weinberg	Printed Name in Native Language (if other than English)