

PATENT ASSIGNMENT

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Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Richard J. Cole</td><td>05/02/2007</td></tr><tr><td>Raj K. Kizhakkekathil</td><td>05/02/2007</td></tr><tr><td>Brian J. Schuster</td><td>05/07/2007</td></tr><tr><td>Shashank Senapaty</td><td>06/11/2007</td></tr></tbody></table>		Name	Execution Date	Richard J. Cole	05/02/2007	Raj K. Kizhakkekathil	05/02/2007	Brian J. Schuster	05/07/2007	Shashank Senapaty	06/11/2007
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Brian J. Schuster	05/07/2007										
Shashank Senapaty	06/11/2007										
RECEIVING PARTY DATA											
Name:	Amazon Technologies, Inc.										
Street Address:	PO Box 8102										
City:	Reno										
State/Country:	NEVADA										
Postal Code:	89507										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11694668</td></tr></tbody></table>		Property Type	Number	Application Number:	11694668						
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Application Number:	11694668										
CORRESPONDENCE DATA											
Fax Number: (509)323-8979 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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ATTORNEY DOCKET NUMBER:	AM2-0069US										
NAME OF SUBMITTER:	Jennifer Phipps										
Total Attachments: 6											

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PATENT  
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U.S. Patent Appln. No. 11/694,668  
Filing Date 3/30/2007

Attorney Docket No. AM2-0069US  
Client Docket No. REG01433 2007 PT

## **PATENT ASSIGNMENT**

### **PARTIES TO THE ASSIGNMENT**

Assignor(s):

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1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Assignee:

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

### **AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"Providing Ad Information Using Machine Learning Selection Paradigms" for which:

☒ a non-provisional application for United States Letters Patent:

☒ was filed on 3/30/2007 and accorded U.S. Serial No. 11/694,668; or

☐ will be filed without this executed PATENT ASSIGNMENT ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of Lee & Hayes PLLC 421  
W Riverside Ste 500, Spokane, WA 99201, associated with Customer No. 29150,  
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, NV 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.

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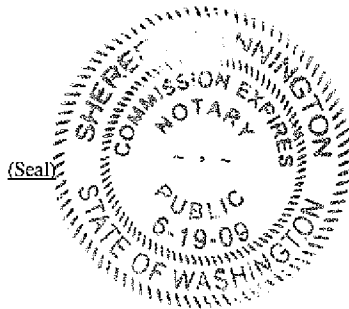
Attorney Docket No. AM2-0069US  
Client Docket No. REG01433 2007 PT

2-MAY-2007  
Date

Richard J Cole  
Richard J Cole

State of WASHINGTON )  
County of KING ) ss:  
)

I certify that I know or have satisfactory evidence that Richard J. Cole 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 5-2-2007

Signature of Sherree L. Pennington  
Notary Public

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009

U.S. Patent Appln. No. 11/694,668  
Filing Date 3/30/2007

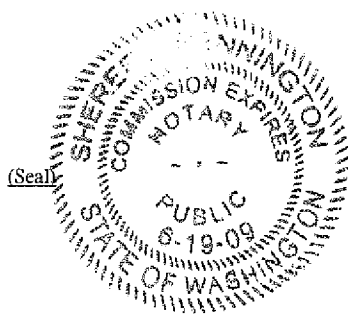
Attorney Docket No. AM2-0069US  
Client Docket No. REG01433 2007 PT

5/2/2007  
Date

Raj K. Kizhakkekalathil  
Raj K. Kizhakkekalathil

State of WASHINGTON )  
County of KING ) ss:  
)

I certify that I know or have satisfactory evidence that Raj K. Kizhakkekalathil 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 5-2-2007  
Signature of Notary Public Sherree L. Pennington  
Printed Name SHERREE L. PENNINGTON  
My commission expires 6-19-2009

U.S. Patent Appln. No. 11/694,668  
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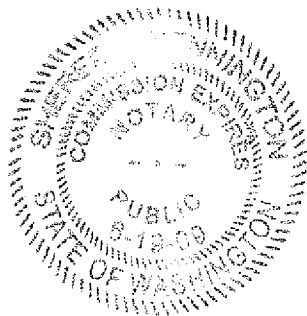
5/7/2007  
Date

Brian J. Schuster  
Brian J. Schuster

State of WASHINGTON )  
County of KING ) ss:  
)

I certify that I know or have satisfactory evidence that Brian J. Schuster 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.

(Seal)



Dated 5-7-2007  
Signature of Sherree L. Pennington  
Notary Public  
Printed Name SHERREE L. PENNINGTON  
My commission expires 6-19-2009

U.S. Patent Appln. No. 11/694,668  
Filing Date 3/30/2007

Attorney Docket No. AM2-0069US  
Client Docket No. REG01433 2007 PT

June 11, 2007

Senapaty

Date

Shashank Senapaty

State of \_\_\_\_\_

)

) ss:

County of \_\_\_\_\_

)

I certify that I know or have satisfactory evidence that Brian J. Schuster 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 \_\_\_\_\_

Signature of  
Notary Public \_\_\_\_\_

(Seal)

Printed Name \_\_\_\_\_

My commission expires \_\_\_\_\_