

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<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>Jonathan A. Jenkins</td> <td>05/21/2010</td> </tr> <tr> <td>John Rauser</td> <td>05/21/2010</td> </tr> <tr> <td>William Alexander Strand</td> <td>05/21/2010</td> </tr> </tbody> </table>		Name	Execution Date	Jonathan A. Jenkins	05/21/2010	John Rauser	05/21/2010	William Alexander Strand	05/21/2010		
Name	Execution Date										
Jonathan A. Jenkins	05/21/2010										
John Rauser	05/21/2010										
William Alexander Strand	05/21/2010										
<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Amazon Technologies, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>PO Box 8102</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89507</td> </tr> </table>		Name:	Amazon Technologies, Inc.	Street Address:	PO Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507
Name:	Amazon Technologies, Inc.										
Street Address:	PO Box 8102										
City:	Reno										
State/Country:	NEVADA										
Postal Code:	89507										
<b>PROPERTY NUMBERS Total: 1</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Property Type</th> <th style="width: 70%;">Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12787038</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12787038						
Property Type	Number										
Application Number:	12787038										
<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (509)323-8979</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 5093249256</p> <p>Email: jenniferp@leehayes.com</p> <p>Correspondent Name: Lee &amp; Hayes, pllc.</p> <p>Address Line 1: 601 W. Riverside, Suite 1400</p> <p>Address Line 4: Spokane, WASHINGTON 99201</p>											
ATTORNEY DOCKET NUMBER:	AM2-0336US										
NAME OF SUBMITTER:	Jennifer Phipps										
<p>Total Attachments: 5</p> <p>source=ML3398#page1.tif</p> <p>source=ML3398#page2.tif</p>											

OP \$40.00 12787038

**501187944**

**PATENT**  
**REEL: 024444 FRAME: 0778**

source=ML3398#page3.tif  
source=ML3398#page4.tif  
source=ML3398#page5.tif

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Jonathan A. Jenkins  
410 Terry Avenue North  
Seattle, WA 98109-5210

John Rauser  
410 Terry Avenue North  
Seattle, WA 98109-5210

William Alexander Strand  
410 Terry Avenue North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
PO Box 8102  
Reno, NV 89507

**AGREEMENT**

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

"Location Based Recommendation and Tagging of Media Content Items" for which:

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

☐ was filed on \_\_\_\_\_ and accorded U.S. Serial No. \_\_\_\_\_; or

☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of Lee & Hayes PLLC  
601 W Riverside Ste 1400, Spokane, WA 99201, associated with Customer No. 29150, to  
insert here in parenthesis (U.S. Serial No. 12/787,038, filed 05/25/2010)  
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 Reno, Nevada, 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.

U.S. Patent Appln. No. 12/787,038  
Filing Date 05/25/2010

Attorney Docket No. AM2-0336US  
Client Docket No. REG96544 2009 PT

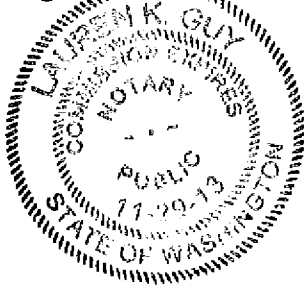
5/21/10  
Date

[Signature]  
Jonathan A. Jenkins

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that Jonathan A. Jenkins 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)



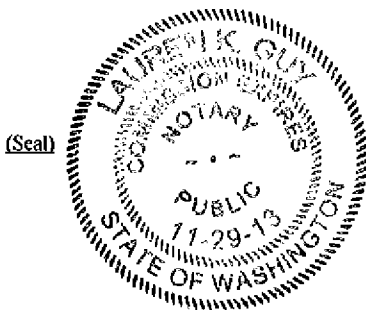
Dated 5/21/2010  
Signature of [Signature]  
Notary Public  
Printed Name Lauren K. Guy  
My commission expires 11-29-13

5-21-2010  
Date

[Signature]  
John Rauser

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that John Rauser 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 5/21/2010  
Signature of Notary Public [Signature]  
Printed Name Laurence K. Guy  
My commission expires 11-29-13

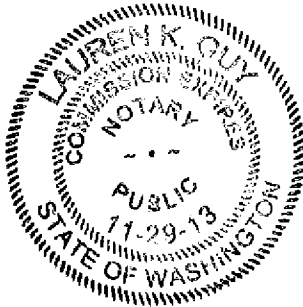
5/21/10  
Date

William Alexander Strand  
William Alexander Strand

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that William Alexander Strand 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 5/21/2010  
Signature of [Signature]  
Notary Public [Signature]  
Printed Name Lauren K. Guy  
My commission expires 11-29-13