

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>Alexander Burba</td><td>06/08/2010</td></tr> <tr><td>Ismet E. Kahraman</td><td>06/08/2010</td></tr> <tr><td>Ivan P. Trindev</td><td>06/08/2010</td></tr> <tr><td>Zerelina R. Mukherjee</td><td>06/08/2010</td></tr> <tr><td>Chad C. Gibson</td><td>06/08/2010</td></tr> <tr><td>Thomas C. Butcher</td><td>06/21/2010</td></tr> </tbody> </table>		Name	Execution Date	Alexander Burba	06/08/2010	Ismet E. Kahraman	06/08/2010	Ivan P. Trindev	06/08/2010	Zerelina R. Mukherjee	06/08/2010	Chad C. Gibson	06/08/2010	Thomas C. Butcher	06/21/2010
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>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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CORRESPONDENCE DATA															
<p>Fax Number: (425)936-7329</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 425-707-2290</p> <p>Email: dbouton@microsoft.com</p> <p>Correspondent Name: Dianne Bouton</p> <p>Address Line 1: One Microsoft Way</p> <p>Address Line 2: Patent Group Docketing Dept</p> <p>Address Line 4: Redmond, WASHINGTON 98052</p>															
ATTORNEY DOCKET NUMBER:	328935.01														

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PATENT
REEL: 024584 FRAME: 0624

NAME OF SUBMITTER:

Garyma Saksena

Total Attachments: 3

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PATENT ASSIGNMENT

I/WE, Alexander Burba, Ismet E. Kahraman, Ivan P. Trindev, Zerellna R. Mukherjee, Chad C. Gibson, Thomas C. Butcher ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "PERSONALIZED MEDIA CHARTS" ("APPLICATION"), which:

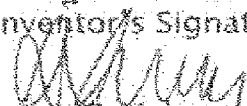
- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No. 12/820360, filed 06/22/2010) this APPLICATION's Application No. and filing date, when known;
- ☐ was filed on _____ and was given Application No. _____;
- ☐ is filed concurrently herewith;

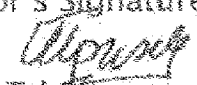
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, 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);

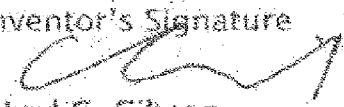
ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

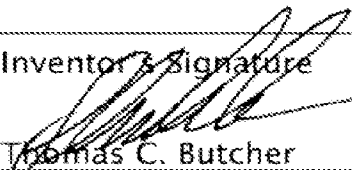
Inventor's Signature <i>Alexander B. Burba</i> Alexander Burba	Date <i>06/08/2010</i> АЛЕКСАНДР БУРБА
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date 06/08/2010
Ismet E. Kahraman	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date ИВАН ТРИНДЕВ 6/8/2010
Ivan P. Tordiev	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date 6/8/2010
Zerelina R. Mukherjee	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date 6/8/2010
Chad C. Gibson	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date 6/21/10
Thomas C. Butcher Printed Name in English THOMAS C. BUTCHER	Printed Name in Native Language (if other than English)