

PATENT ASSIGNMENT

Electronic Version v1.1

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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>Anton V. Goldberg</td> <td>05/21/2010</td> </tr> <tr> <td>Trevor Alexander Popiel</td> <td>05/21/2010</td> </tr> <tr> <td>Robert H. Mahfoud</td> <td>06/16/2010</td> </tr> </tbody> </table>		Name	Execution Date	Anton V. Goldberg	05/21/2010	Trevor Alexander Popiel	05/21/2010	Robert H. Mahfoud	06/16/2010		
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<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>P.O. 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:	P.O. Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
<p>Fax Number: (770)951-0933</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: tina.schafer@tkhr.com</p> <p>Correspondent Name: Thomas B. Hildebrandt</p> <p>Address Line 1: 600 Galleria Parkway</p> <p>Address Line 2: Suite 1500</p> <p>Address Line 4: Atlanta, GEORGIA 30339</p>											
ATTORNEY DOCKET NUMBER:	170103-1900										
NAME OF SUBMITTER:	Thomas B. Hildebrandt										
<p>Total Attachments: 5</p> <p>source=01177766#page1.tif</p> <p>source=01177766#page2.tif</p>											

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U.S. Patent Appln. No. _____
Filing Date _____

Attorney Docket No. 170103-1900
Client Docket No. REG100910 2010PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Anton V. Goldberg
410 Terry Avenue North
Seattle, WA 98109-5210

Trevor Alexander Popiel
410 Terry Avenue North
Seattle, WA 98109-5210

Robert H. Mahfoud
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

"GENERATING AND UPDATING RECOMMENDATIONS FOR MERCHANTS" 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 Thomas, Kayden, Horstemeyer & Risley, L.L.P., associated with Customer No. 71247, 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, 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 therefor 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 therefor.

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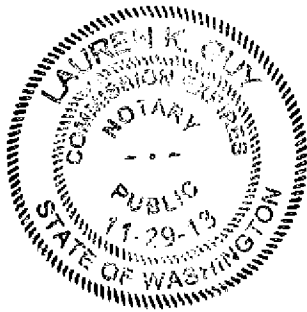
05/21/10
Date

Anton V. Goldberg
Anton V. Goldberg

State of Washington)
County of King) ss:
)

I certify that I know or have satisfactory evidence that ANTON V. GOLDBERG 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 Notary Public [Signature]
Printed Name Lauren K. Guy
My commission expires 11-29-13

U.S. Patent Appln. No. _____
Filing Date _____

Attorney Docket No. 170103-1900
Client Docket No. REG100910 2010PT

21 May 2010
Date

Trevor Alexander Popiel
Trevor Alexander Popiel

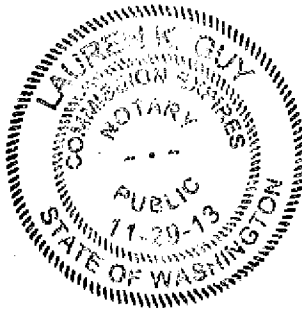
State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that TREVOR ALEXANDER POPIEL 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 Notary Public [Signature]

Printed Name Lauren K. Guy

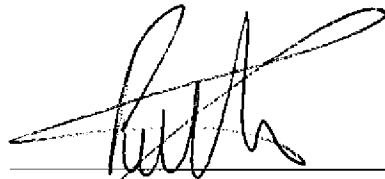
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06/16/2010
Date

Witnesses:


Robert H. Mahfoud


Witness Signature

Rodrick Megraw 6/16/2010
Printed Name and Date


Witness Signature

Andrew Bar 6/16/2010
Printed Name and Date