

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Balbir Singh	06/21/2010
Shankar Vaidyanathan	06/21/2010
Melissa W Dunn	06/21/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Microsoft Corporation
<b>Street Address:</b>	One Microsoft Way
<b>City:</b>	Redmond
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98052
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12826259
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(425)708-5046
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Email:</b>	Henry.Gabryjelski@microsoft.com
<b>Correspondent Name:</b>	Henry Gabryjelski
<b>Address Line 1:</b>	One Microsoft Way
<b>Address Line 2:</b>	Patent Group Docketing Dept
<b>Address Line 4:</b>	Redmond, WASHINGTON 98052
<b>ATTORNEY DOCKET NUMBER:</b>	329073.01
<b>NAME OF SUBMITTER:</b>	G.Nisha

Total Attachments: 6  
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**PATENT ASSIGNMENT**

MS Docket No.: 329073.01

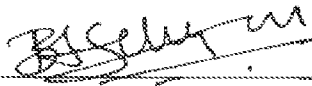
I/WE, Balbir Singh , Shankar Vaidyanathan & Melissa W Dunn (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “INTERACTION BETWEEN ADS AND APPLICATIONS” (“APPLICATION”), which:

- 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 22971, to insert here in parenthesis (Application No. \_\_\_\_\_, filed \_\_\_\_\_) this APPLICATION’s Application No. and filing date, when known;
- was filed on 06/29/2010 and was given Application No. 12/826,259.
- 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 there from, 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 there from, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

	06/21/2010
Inventor's Signature	Date
Balbir Singh	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature	Date
Shankar Vaidyanathan	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature	Date
Melissa W Dunn	
Printed Name in English	Printed Name in Native Language (if other than English)

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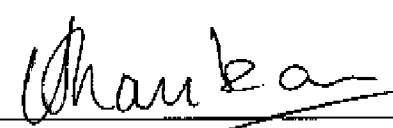
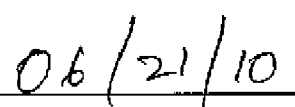
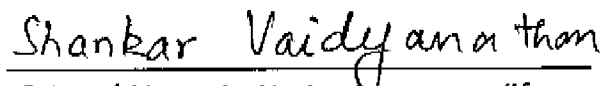
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 Inventor's Signature	 Date
<b>Balbir Singh</b>	
Printed Name in English	Printed Name in Native Language (if other than English)

 Inventor's Signature	 Date
<b>Shankar Vaidyanathan</b>	
Printed Name in English	Printed Name in Native Language (if other than English)

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

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_____ Inventor's Signature	_____ Date
<b>Balbir Singh</b>	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<b>Shankar Vaidyanathan</b>	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

<i>Melissa W Dunn</i> _____ Inventor's Signature	<i>06-21-2010</i> _____ Date
<b>Melissa W Dunn</b>	
<i>Melissa W Dunn</i> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

Microsoft Corporation