PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Srikanth Thirumalai	10/22/2007
Xiaoxin Yin	11/29/2007

RECEIVING PARTY DATA

Name:	Amazon Technologies, Inc.	
Street Address:	P.O. Box 8102	
City:	Reno	
State/Country:	NEVADA	
Postal Code:	89507	

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11774346

CORRESPONDENCE DATA

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Address Line 2: 1420 Fifth Avenue, Suite 2800
Address Line 4: Seattle, WASHINGTON 98101-2347

ATTORNEY DOCKET NUMBER: 129552

NAME OF SUBMITTER: David P. Sheldon

Total Attachments: 4

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PATENT S01220134 REEL: 024616 FRAME: 0444

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> PATENT REEL: 024616 FRAME: 0445

Attorney Docket No. 129552 Client Docket No. REG01494 2007 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s): Srikanth Thirumalai 1200 12th Avenue South, Suite 1200 Seattle, WA 98144-2734

Xiaoxin Yin 1200 12th 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 "MANAGING TEXTUAL DESCRIPTIONS BASED ON QUALITY RATING" for which:

×	a non-j	provisional application for United States Letters Patent:	
	X	was filed on July 6, 2007, and accorded U.S. Serial No. 11/774,346; or	
		will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR	
hereby authorizes and requests ASSIGNEE'S legal representatives of			
	O'Connor Johnson Kindness ^{PLLC} , 1420 Fifth Avenue, Suite 2800, Washington 98101-2347 associated with Customer No. 26389, to insert		
		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 mailing address of 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 therefor in the United States and in any and all foreign countries;

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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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U.S. Patent Appln. No. 11/774,346 Filing Date: July 6, 2007	Attorney Docket No. 129552 Client Docket No. REG01494 2007 PT
10/22/2007 Date	Srikanth Thirumalai
State of King)	
County of Washington) ss.	

I certify that I know or have satisfactory evidence that <u>SRIKANTH THIRUMALAI</u> is the person who appeared before me and acknowledged that he signed the foregoing Patent Assignment and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

		Dated 10-22-2007
(Seal)	SON TO SOL	Signature of Notary Public Luce L. Pungton
	20 B. 10 DE	Printed Name SHEREE L. PENIMINGTON
	WASHINGTON	My commission expires 6-19-2009

U.S. Patent Appln. No. 11/77 Filing Date: July 6, 2007	/4,346	C	Attorney Docket No. 129552 lient Docket No. REG01494 2007 PT
11/29/2	Jun 7	PAG	M
Date		Xiaoxin Yin	
State of Illinois)		
County of Champaign) ss.		
appeared before me and ac	knowledged that	he signed the foregoing Pat	IAOXIN YIN is the person who ent Assignment and acknowledged
it to be his free and volunt		es and purposes mentioned i	n the instrument.
	Si	gnature of	
(D. 1)	No	otary Public	
(Seal)			
	Pr	inted Name	
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RECORDED: 06/30/2010

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