

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Miller Thomas ABEL	08/03/2010
Shai GUDAY	08/04/2010
<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>	12851126
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(425)936-7329
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	425-707-2290
<b>Email:</b>	dbouton@microsoft.com
<b>Correspondent Name:</b>	Dianne Bouton
<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>	329888.01
<b>NAME OF SUBMITTER:</b>	Garyma Saksena

**CH \$40.00 12851126**

Total Attachments: 4  
 source=329888-01-Executed-Assignment#page1.tif  
 source=329888-01-Executed-Assignment#page2.tif

**501257218**

**PATENT  
 REEL: 024811 FRAME: 0165**

source=329888-01-Executed-Assignment#page3.tif

source=329888-01-Executed-Assignment#page4.tif

**PATENT ASSIGNMENT**

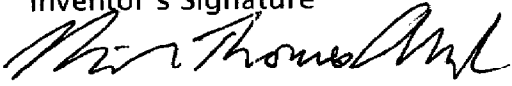
I/WE, Miller Thomas ABEL and Shai GUDAY (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled " PERSONALIZATION OF A MOBILE COMMUNICATION DEVICE" (“APPLICATION”), which:

- will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, 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. 12/851126, filed 08/05/2010) 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 ASSIGNORS, the ASSIGNORS hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNORS agree 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 	Date Aug 3, 2010
Miller Thomas ABEL	
Printed Name in English	Printed Name in Native Language (if other than English)

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

**PATENT ASSIGNMENT**

I/WE, Miller Thomas ABEL and Shai GUDAY (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled " PERSONALIZATION OF A MOBILE COMMUNICATION DEVICE" (“APPLICATION”), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize, and request, 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. 12/851126, filed 08/05/2010) this APPLICATION’s Application No. and filing date, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_;

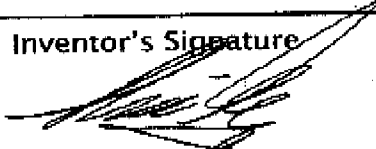
is filed concurrently herewith;

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 ASSIGNORS, the ASSIGNORS hereby sell, assign and transfer to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNORS agree 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	Date
Miller Thomas ABEL	
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature 	Date <i>Aug 4, 2010</i>
Shai GUDAY	
Printed Name in English	Printed Name in Native Language (if other than English)