

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kevin E. Keller	08/16/2010
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	PO Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12857843
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ATTORNEY DOCKET NUMBER:	AM2-0405US
NAME OF SUBMITTER:	Jennifer Phipps
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PATENT
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U.S. Patent Appln. No. 12/857,843
Filing Date 08/17/2010

Attorney Docket No. AM2-0405US
Client Docket No. REG104765 2010 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Kevin E. Keller
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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
“Associating Concepts Within Content Items” 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 Lee & Hayes PLLC, 601
W Riverside Ste 1400, Spokane, WA 99201, associated with Customer No. 29150, to
insert here in parenthesis (U.S. Serial No. 12/857,843, filed 08/17/2010)
this APPLICATION’s U.S. Serial Number and filing date, when known.


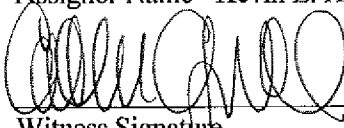
WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of
the State of Nevada having a place of business at Reno, Nevada, is desirous of acquiring the entire right,
title and interest in and to the invention and in and to any letters patent that may be granted therefore 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 therefore.

U.S. Patent Appln. No. 12/857,843
Filing Date 08/17/2010

Attorney Docket No. AM2-0405US
Client Docket No. REG104765 2010 PT

8/16/10
Date


Assignor Name - Kevin E. Keller
WITNESS: 
Witness Signature
Catherine Groszard 8/16/10.
Printed Name and Date

WITNESS: 
Witness Signature
Shellie Ambrozik 8/16/10
Printed Name and Date