

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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>Gaurav Chanda</td> <td>07/13/2010</td> </tr> <tr> <td>Brent Russell Smith</td> <td>07/13/2010</td> </tr> <tr> <td>Homer G. Morgan III</td> <td>07/13/2010</td> </tr> <tr> <td>Ronald M. Whitman</td> <td>08/09/2010</td> </tr> <tr> <td>Jeffrey T. Brownell</td> <td>08/16/2010</td> </tr> </tbody> </table>		Name	Execution Date	Gaurav Chanda	07/13/2010	Brent Russell Smith	07/13/2010	Homer G. Morgan III	07/13/2010	Ronald M. Whitman	08/09/2010	Jeffrey T. Brownell	08/16/2010
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RECEIVING PARTY DATA													
<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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CORRESPONDENCE DATA													
<p>Fax Number: (404)815-1700</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 404-815-1900</p> <p>Email: docketing@hbhlawfirm.com</p> <p>Correspondent Name: Hope Baldauff Hartman, LLC</p> <p>Address Line 1: 1720 Peachtree Street, N.W.</p> <p>Address Line 2: Suite 1010</p> <p>Address Line 4: Atlanta, GEORGIA 30309</p>													
ATTORNEY DOCKET NUMBER:	REG99923/60082.0021US01												
NAME OF SUBMITTER:	W. Randy King												

OP \$40.00 12817262

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PATENT
REEL: 024859 FRAME: 0074

Total Attachments: 7

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Gaurav Chanda
410 Terry Avenue North
Seattle, WA 98109-5210

Brent Russell Smith
410 Terry Avenue North
Seattle, WA 98109-5210

Homer G. Morgan, III
410 Terry Avenue North
Seattle, WA 98109-5210

Ronald M. Whitman
410 Terry Avenue North
Seattle, WA 98109-5210

Jeffrey T. Brownell
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

"Relating Individual Items to Similar Purchased Categories" for which:

☒ a non-provisional application for United States Letters Patent:

☒ was filed on June 17, 2010 and accorded U.S. Serial No. 12/817,262; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby

authorizes and requests ASSIGNEE'S legal representatives, of

HOPE BALDAUFF HARTMAN, LLC at 1720 Peachtree Street, N.W., Suite 1010,
Atlanta, Georgia 30309, associated with Customer No. 53377, 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.

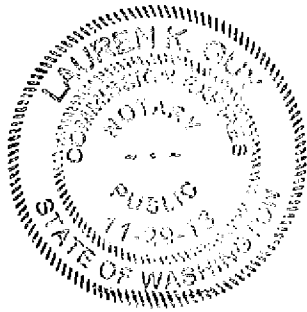
9-C
JULY
13 - APR - 2010
Date

Gaurav Chanda
Gaurav Chanda

State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that Gaurav Chanda 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)



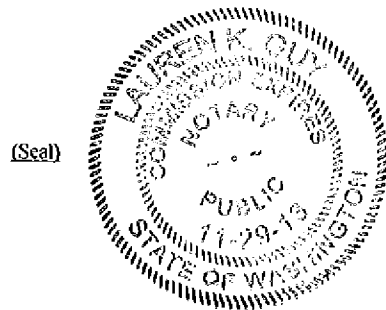
Dated 7/13/2010
Signature of [Signature]
Notary Public
Printed Name Lauren K. Guy
My commission expires 11-29-13

July 13, 2010
Date

Brent Russell Smith
Brent Russell Smith

State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that Brent Russell Smith 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.



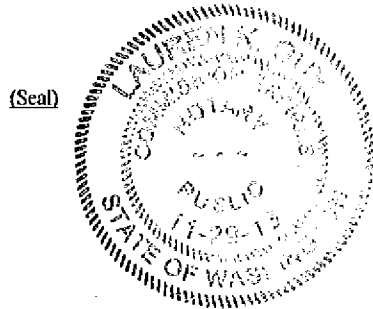
Dated 7/13/2010
Signature of [Signature]
Notary Public
Printed Name Lauren K. Guy
My commission expires 11-29-13

7/13/2010
Date

Homer G. Morgan, III
Homer G. Morgan, III

State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that Homer G. Morgan, III 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.



Dated 7/13/2010
Signature of [Signature]
Notary Public
Printed Name Laurence A. Guy
My commission expires 11-29-13

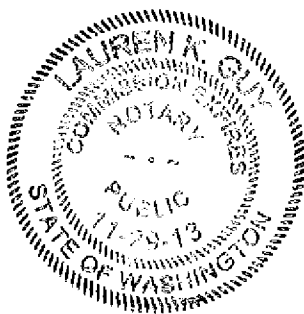
August 9, 2010
Date

Ronald M. Whitman
Ronald M. Whitman

State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that Ronald M. Whitman 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 8/9/2010
Signature of [Signature]
Notary Public
Printed Name Lauren K. Guy
My commission expires 11-29-13

U.S. Patent Appln. No. 12/817,262
Filing Date June 17, 2010

Attorney Docket No. 60082.0021US01
Client Docket No. REG99923 2010 PT

8/16/10
Date

Witnesses:

Jeffrey T. Brownell
Jeffrey T. Brownell
Lisa Hartley
Witness Signature
Lisa Hartley
Printed Name and Date

