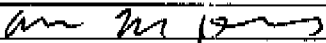


Client Code: SEAZN.240DV1

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>(1) Andrej Gregov; (2) Greg Linden; (3) Josh Petersen; (4) Brent Smith; (5) Jeremy Charles York.</p> <p>Additional name(s) of conveying party(ies) attached?</p> <p>() Yes (X) No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: AMAZON.COM, INC.</p> <p>Street Address: 1200 12th Ave. South</p> <p>City: Seattle State: WA</p> <p>ZIP: 98144</p> <p>Additional name(s) of receiving party(ies) attached?</p> <p>() Yes (X) No</p>
<p>3. Nature of conveyance:</p> <p>(X) Assignment () Security Agreement</p> <p>() Merger () Change of Name</p> <p>() Other:</p> <p>Execution Date: (List as in section 1 if multiple signatures)</p> <p>(1) 8/13/01; (2) 8/13/01; (3) 8/13/01; (4) 8/13/01; (5) 8/13/01</p>	<p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Patent Application No.: 12/056,125</p> <p>Filing Date: March 26, 2008</p> <p>Additional numbers attached?</p> <p>() Yes (X) No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 79,502</p> <p>Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614</p> <p>Return Fax: (949) 760-9502</p> <p>Attorney's Docket No.: SEAZN.240DV1</p>	<p>6. Total number of applications and patents involved: 1</p>
<p>7. Total fee (37 CFR 1.21(h)): \$40</p> <p>(X) Authorized to be charged to deposit account</p>	<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>
<p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p><u>Aaron M. Davis</u> Name of Person Signing</p> <p>62,027 Registration No.</p> <p><u></u> Signature</p> <p><u>9/13/10</u> Date</p> <p>Total number of pages including cover sheet, attachments and document: 8</p>	

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

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ASSIGNMENT

WHEREAS, we, Andrej Gregov, Greg Linden, Josh Petersen, Brent Smith, and Jeremy Charles York ("ASSIGNORS"), having post office addresses of 4221 E. Lynn Street, Seattle, Washington 98112; 8045 36th Avenue NE, Seattle, Washington 98115; 3425 37th Avenue South, Seattle, Washington 98144; 10567 158th Avenue NE, Redmond, Washington 98052; and 14208 101st Place NE, Bothell, Washington 98011, respectively, are the joint inventors of an invention entitled "PERSONALIZED PROMOTION OF NEW CONTENT," as described and claimed in the specification for which an application for United States letters patent was filed on May 3, 2001 and assigned Application No. 09/848,608. This application claims the benefit of U.S. Provisional Application No. 60/272,397 filed February 28, 2001.

WHEREAS, Amazon.com, Inc. ("ASSIGNEE"), a corporation of the State of Delaware having a place of business at 1200 12th Avenue South, Seattle, Washington 98144, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents 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 and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on

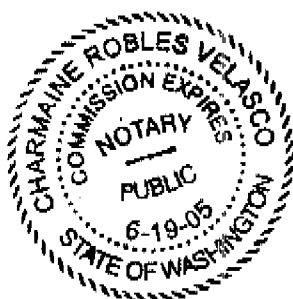
the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNORS agree to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

8/13/01
Date
Andrej Gregov
State of Washington)
County of King) ss.

I certify that I know or have satisfactory evidence that Andrej Gregov is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

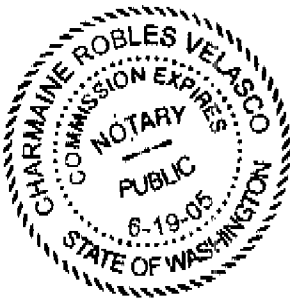


Dated August 13, 2001
Signature of Notary Public Charmaine Robles Velasco
Printed Name Charmaine Robles Velasco
My appointment expires June 19, 2005

8/13/2001
Date _____
Greg Linden
Signature _____

State of Washington)
County of King) ss.

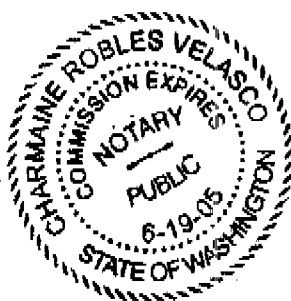
I certify that I know or have satisfactory evidence that Greg Linden is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001
Signature of Charmaine Robles Velasco
Notary Public _____
Printed Name Charmaine Robles Velasco
My appointment expires June 19, 2005

13 Aug 2001
Date Josh Petersen
State of Washington)
County of King) ss.

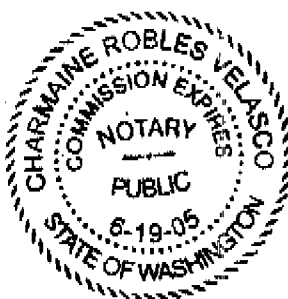
I certify that I know or have satisfactory evidence that Josh Petersen is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001
Signature of Charmaine Robles Velasco
Notary Public
Printed Name Charmaine Robles Velasco
My appointment expires JUNE 19, 2005

8/13/2001
Date Brent Smith
State of Washington)
County of King) ss.

I certify that I know or have satisfactory evidence that Brent Smith is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001
Signature of Charmaine Robles Velasco
Notary Public
Printed Name Charmaine Robles Velasco
My appointment expires June 19, 2005

13 Aug 13 2001
Date

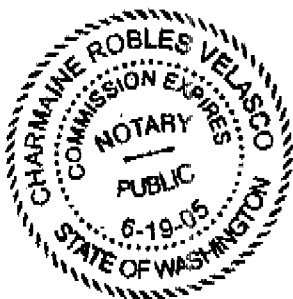
Jeremy Charles York

State of Washington

County of King

ss.

I certify that I know or have satisfactory evidence that Jeremy Charles York is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated August 13, 2001

Signature of Notary Public Charmaine Robles Velasco

Printed Name Charmaine Robles Velasco

My appointment expires June 19, 2005