

# 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>
William Alexander Strand	12/14/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Amazon Technologies, Inc.
<b>Street Address:</b>	P O Box 8102
<b>City:</b>	Reno
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89507
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	11611074
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(509)323-8979
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(509)944-4776
<b>Email:</b>	cherri@leehayes.com
<b>Correspondent Name:</b>	Lee & Hayes, PLLC
<b>Address Line 1:</b>	601 W. Riverside Avenue
<b>Address Line 2:</b>	Suite 1400
<b>Address Line 4:</b>	Spokane, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	AM2-0049US
<b>NAME OF SUBMITTER:</b>	Cherri A. Simon
<b>Total Attachments: 3</b> source=B00191-Fully Executed Assignment#page1.tif source=B00191-Fully Executed Assignment#page2.tif source=B00191-Fully Executed Assignment#page3.tif	

OP \$40.00 11611074

**501289630**

**PATENT**  
**REEL: 024983 FRAME: 0258**

U.S. Patent Appln. No.:  
Filing Date:

Attorney Docket No. AM2-049US  
Client Docket No. REG01284 2006PT

## PATENT ASSIGNMENT

### PARTIES TO THE ASSIGNMENT

Assignor(s):

William Alexander Strand  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Assignee:

Amazon Technologies, Inc.  
Post Office Box 8102  
Reno, Nevada 89507

### AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"PROVIDING DYNAMICALLY-GENERATED BOOKMARKS OR OTHER OBJECTS WHICH ENCOURAGE USERS TO  
INTERACT WITH A SERVICE" for which:

☒ an application for United States 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, 421  
Riverside Ave. Suite 500, associated with Customer No. 29150, to insert here in  
parenthesis (U.S. Serial No. 11/611,074, filed December 14, 2006) this  
APPLICATION's U.S. Serial Number and filing date, when known.

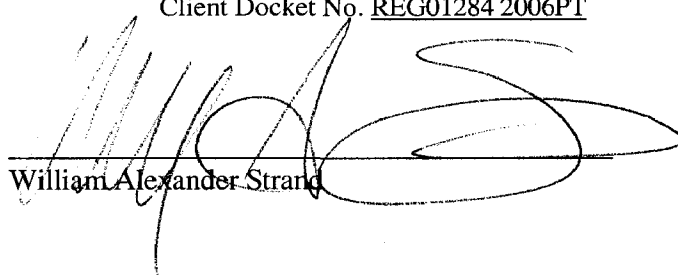
WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of  
the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and  
in and to any letters patent that may be granted therefore in the United States and in any and 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.:  
Filing Date:

Attorney Docket No. AM2-049US  
Client Docket No. REG01284 2006PT

12 / 14 / 06  
Date

  
William Alexander Strand

State of WASHINGTON

)

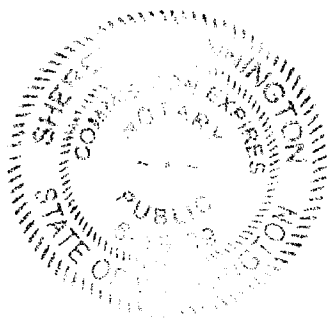
) ss:

County of KING

)

I certify that I know or have satisfactory evidence that William Alexander Strand 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 DECEMBER 14, 2006

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009