

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Ross W. McFarland	05/22/2006
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	P.O. Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11277936
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ATTORNEY DOCKET NUMBER:	SPARC.171A
NAME OF SUBMITTER:	Ronald J. Schoenbaum
Total Attachments: 2 source=ASSIGNMENT_SPARC-171A#page1.tif source=ASSIGNMENT_SPARC-171A#page2.tif	

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PATENT
REEL: 025322 FRAME: 0386

ASSIGNMENT

WHEREAS, I, Ross W. McFarland, a United States citizen, residing in Seattle, Washington, have invented certain new and useful improvements entitled SERVICES FOR USING GROUP PREFERENCES TO IMPROVE ITEM SELECTION DECISIONS for which I have filed an application for Letters Patent in the United States, on March 29, 2006 as Application No. 11/277,936 ("the Application");

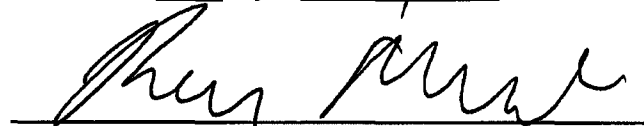
AND WHEREAS, Amazon Technologies, Inc. (hereinafter "ASSIGNEE"), a Nevada Corporation, with its principal place of business at 920 Incline Way, Suite C, Incline Village, Nevada 89451, desires to acquire the entire right, title, and interest in and to the improvements and the Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the improvements, and the Application and all provisional applications relating thereto (including U.S. prov. appl. 60/743,317, filed February 17, 2006), and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the Letters Patent before or after issuance.

AND I HEREBY covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting the Application and improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of May, 2006.



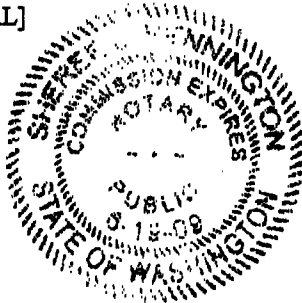
Ross W. McFarland

STATE OF WASHINGTON }
COUNTY OF KING } ss.

On MAY 22, 2006, before me, SHEREE L. PENNINGTON, personally appeared Ross W. McFarland personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]





Notary Signature

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