

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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|--------------------------------------------------------------------------------------|-----------------------------------|
| <b>SUBMISSION TYPE:</b>                                                              | NEW ASSIGNMENT                    |
| <b>NATURE OF CONVEYANCE:</b>                                                         | ASSIGNMENT                        |
| <b>CONVEYING PARTY DATA</b>                                                          |                                   |
| <b>Name</b>                                                                          | <b>Execution Date</b>             |
| Sung H. Kim                                                                          | 08/22/2007                        |
| Shing Yan Lam                                                                        | 08/21/2007                        |
| Kushal Chakrabarti                                                                   | 09/14/2007                        |
| George M. Ionkov                                                                     | 08/21/2007                        |
| Brett W. Witt                                                                        | 08/24/2007                        |
| <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>                                                           | 11772013                          |
| <b>CORRESPONDENCE DATA</b>                                                           |                                   |
| <b>Fax Number:</b>                                                                   | (949)760-9502                     |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                   |
| <b>Phone:</b>                                                                        | 949-721-2819                      |
| <b>Email:</b>                                                                        | danielle.hart@kmob.com            |
| <b>Correspondent Name:</b>                                                           | KNOBBE, MARTENS, OLSON & BEAR LLP |
| <b>Address Line 1:</b>                                                               | 2040 MAIN STREET, 14TH FLOOR      |
| <b>Address Line 4:</b>                                                               | IRVINE, CALIFORNIA 92614          |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                       | ZNET.183A                         |
| <b>NAME OF SUBMITTER:</b>                                                            | Ronald J. Schoenbaum              |

CH \$40.00 11772013

**Total Attachments: 8**

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U.S. Patent App. No. 11/772,013

Attorney Docket No. ZNET.183A

Filing Date June 29, 2007

Client Docket No. REG01615 2007 PT

## **PATENT ASSIGNMENT**

### **PARTIES TO THE ASSIGNMENT**

#### **Assignors:**

Sung H. Kim  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, Washington 98144-2734

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1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, Washington 98144-2734

Kushal Chakrabarti  
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Seattle, Washington 98144-2734

George M. Ionkov  
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Seattle, Washington 98144-2734

Brett W. Witt  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, Washington 98144-27344

#### **Assignee:**

Amazon Technologies, Inc.  
P.O. Box 8102  
Reno, Nevada 89507

### **AGREEMENT**

WHEREAS, ASSIGNORS (listed above) are inventors of an invention entitled  
"RECOMMENDATION SYSTEM WITH MULTIPLE INTEGRATED RECOMMENDERS" for which:

a non-provisional application for United States Letters Patent:

was filed on June 29, 2007 and accorded U.S. Serial No. 11/772,013; or

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will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives, of \_\_\_\_\_, associated with Customer No. \_\_\_\_\_, 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 having a place of business at P.O. Box 8102, Reno, Nevada 89507, 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, ASSIGNORS 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 ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign

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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.

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8/22/2007  
Date

Sung H. Kim  
Sung H. Kim

State of \_\_\_\_\_ )

) ss:

County of \_\_\_\_\_ )

I certify that I know or have satisfactory evidence that **SUNG H. KIM** 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 \_\_\_\_\_

Signature of Notary Public \_\_\_\_\_

Printed Name \_\_\_\_\_

My commission expires \_\_\_\_\_

(Seal)

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Attorney Docket No. ZNET.183A

Filing Date June 29, 2007

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8-21-2007

Shing Yan Lam

Date \_\_\_\_\_

Shing Yan Lam

State of WASHINGTON )

) ss:

County of KING )

I certify that I know or have satisfactory evidence that SHING YAN LAM 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.

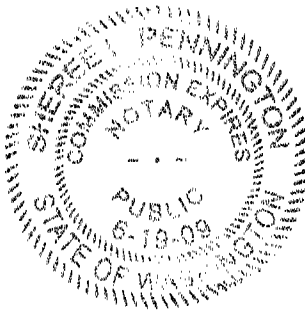
Dated 8-21-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009

(Seal)



U.S. Patent App. No. 11/772,013

Attorney Docket No. ZNET.183A

Filing Date June 29, 2007

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2007-09-14  
Date

  
Kushal Chakrabarti

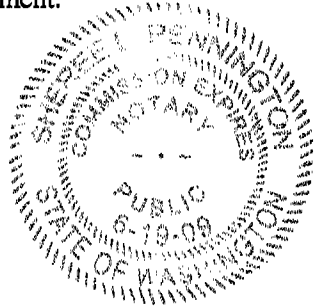
State of WASHINGTON )

) ss:

County of KING )

I certify that I know or have satisfactory evidence that **KUSHAL CHAKRABARTI** 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 9-14-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009



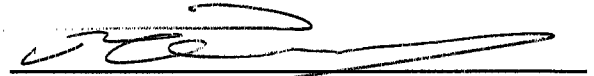
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Attorney Docket No. ZNET.183A

Filing Date June 29, 2007

Client Docket No. REG01615 2007 PT

08/21/07  
Date

  
George M. Ionkov

State of WASHINGTON )

) ss:

County of KING )

I certify that I know or have satisfactory evidence that **GEORGE M. IONKOV** 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.

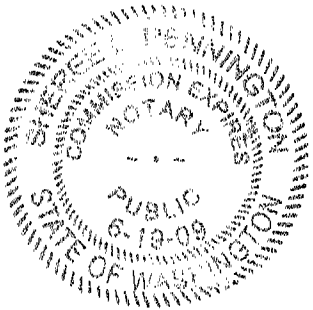
Dated 8-21-2007

Signature of Notary Public Sherie L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009

(Seal)



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8-24-2007  
Date

Brett W. Witt  
Brett W. Witt

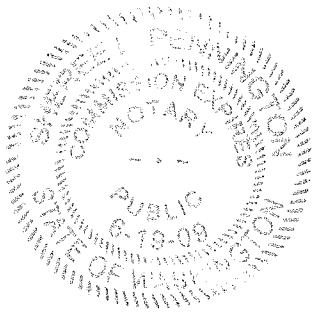
State of WASHINGTON )

County of KING )

)  
) ss:  
)

I certify that I know or have satisfactory evidence that **BRETT W. WITT** 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 8-24-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2009

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