PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Max L. Kanter	02/01/2010
Sachin B. Singh	02/01/2010
Michel Goldstein	02/01/2010
Carl N. Meister	02/01/2010
David Charles Couvrette	02/01/2010
Walter Manching Tseng	02/01/2010
Blair L. Hotchkies	02/01/2010
Sarah E. Williams	02/01/2010
Sikandar Saifullah	02/01/2010
Sean P. Forde	02/01/2010
John M. Nilles	02/01/2010
Jason P. Patrikios	02/01/2010
Brent Robert Mills	02/01/2010
Alexandru I. Indrei	02/01/2010
Paul Daniel Jaye	02/01/2010
Daniel R. Parshall	02/01/2010

RECEIVING PARTY DATA

Name:	Amazon Technologies, Inc.
Street Address:	PO Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	12699735

CORRESPONDENCE DATA

PATENT REEL: 025370 FRAME: 0407

501353918

Fax Number: (415)576-0300

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER: 026014-012200US

NAME OF SUBMITTER: Jamie Vrsek

Total Attachments: 19

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PATENT REEL: 025370 FRAME: 0408

Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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Michel Goldstein 1200 12TH Avenue South, Suite 1200 Seattle, WA 98144-2734

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Daniel R. Parshall 1200 12TH Avenue South, Suite 1200 Seattle, WA 98144-2734

Assignee: Amazon Technologies, Inc. PO Box 8102 Reno, NV 89507

AGREEMENT

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

"COLOR PALETTE MAPS FOR COLOR-AWARE SEARCH" for which:

Page 1 of 19

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Attorney Docket No. 028014-0122000S Client Docket No. REG88583 2009 PT
a non-provisional application for	United States Letters Patent:
was filed on and a	accorded U.S. Serial No; or
will be filed without this e	executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests AS	SSIGNEE'S legal representatives, of TOWNSEND and
TOWNSEND and CREW LI	LP, Two Embarcadero Center, Eighth Floor, San Francisco,
California 94111-3834, (925	5) 472-5000, associated with Customer No. 20350, to insert
here in parenthesis (U.S. Ser	rial No. 12/699,735 , filed February 3, 2010) this
APPLICATION's U.S. Serial	l 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 and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, 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, any provisional applications or other domestic or foreign applications or documents setting forth the invention and to which this application claims priority, 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

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 U.S. Patent Appln. No.
 12/699,735
 Attorney Docket No.
 026014-012200US

 Filing Date
 February 3, 2010
 Client Docket No.
 REG88583 2009 PT

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.

Page 3 of 19

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT
Z / 1 / Z 0 / 0 Date	Max L. Kanter
State of Washington)) ss:
County of King)
personally appeared before me and ackn	satisfactory evidence that MAX L. KANTER is the person who lowledged that he/she signed the foregoing Patent Assignment and luntary act for the uses and purposes mentioned in the instrument.
get and the limit has been deallest the deal and a standard and a standard the standard the standard and the	Dated 2-1-2010
SHEREF I P VAINSTON NOTARY PUBLIC STATE OF WASHINGTON COMMISSION EXPIRES	Signature of Notary Public Shure L. Ruglon Printed Name SHEREE L. PENNINGTON
possession and second and second and second	My commission expires <u>6-19-2013</u>

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Attorney Docket No. <u>026014-012200US</u> Client Docket No. <u>REG88583 2009 PT</u>
0 2 /01/2010 Date	Sachin B. Singh
State of Washington)) ss:
County of King	j
nersonally appeared before me and acki	satisfactory evidence that <u>SACHIN B. SINGH</u> is the person who nowledged that he/she signed the foregoing Patent Assignment and luntary act for the uses and purposes mentioned in the instrument.
344000000000000000000000000000000000000	Dated 2-1-2010
SHERTE - PONNINGTON NO TALLY PUBLIC STATE OF WASHINGTON COMMISSION EXPIRES	Signature of Notary Public Shuce L. Rugton Printed Name SHEREE L. PENNINGTON
2008-13-5013	My commission expires <u>6-19-2013</u>

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010 O 1 2010 Date	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT Le Michel Goldstein
State of Washington)) ss:
County of King)
nersonally anneared before me and ack	tisfactory evidence that MICHEL GOLDSTEIN is the person who nowledged that he/she signed the foregoing Patent Assignment and pluntary act for the uses and purposes mentioned in the instrument.
SHERE PINNER	Dated 2-1-2010
NOTAMY PUBLIC STATE OF WASHINGTON COMMISSION EXPIRES	Signature of Shue L. Rugton Printed Name SHEREE L. POUNINGTON
JUNE 19, 2013	Printed Name SHEREE L. POUNINGTON
and the second of the second o	My commission expires 6-19-2013

U.S. Patent Appln. No. 12/699.735 Filing Date February 3, 2010 15t February 2010 AD Date	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT Carl N. Meister
State of Washington)) ss:
County of King	ý
personally appeared before me and ackr	ratisfactory evidence that <u>CARL N. MEISTER</u> is the person who nowledged that he/she signed the foregoing Patent Assignment and lluntary act for the uses and purposes mentioned in the instrument.
SHERES PRAGNISTON	Dated 2-1-2010
NCTARY PUBLIC STATE OF WASHINGTON COMMISSION EXPIRES	Signature of Notary Public Suce L- Purpton
(Seal) JUNE 19. 2013	Printed Name SHEREE L. PENINISTORY
	My commission expires 6-19-2013

U.S. Patent Appln. No. 12/699.735 Filing Date February 3, 2010 Z/ - 20 / 0	Attorney Docket No. <u>026014-012200US</u> Client Docket No. <u>REG88583 2009 PT</u>
Date	David Charles Couvrette
State of Washington)
County of King) ss:

I certify that I know or have satisfactory evidence that <u>DAVID CHARLES COUVRETTE</u> 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.

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Dated 2-1-2010

Signature of Notary Public Share L. Payton

Printed Name SHEREE L. PENMINACTON

My commission expires 6-19-2013

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Client Docket No. <u>REG88583 2009 PT</u>
Date 2/1/16	Walter Manching Tseng
State of Washington)) ss:
County of King)

I certify that I know or have satisfactory evidence that <u>WALTER MANCHING TSENG</u> 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)

Signature of Notary Public

Printed Name

My commission expires

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010 02/01 (20 @)	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT
Date	Blair L. Hotchkies
State of Washington)
County of King) ss:)

I certify that I know or have satisfactory evidence that <u>BLAIR L. HOTCHKIES</u> 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) WAS TO SEAL TO

Dated Signature of Notary Public

Printed Name

My commission expires 1 - 2

Filing Date February 3, 2010	Glient Docket No. <u>REG88583 2009 PT</u>
02/01/2010	Myale William
Date	Şarah E. Williams
	(
State of Washington)
) ss:
County of King)

I certify that I know or have satisfactory evidence that <u>SARAH E. WILLIAMS</u> 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)

U.S. Patent Appln, No. 12/699,735 Filing Date February 3, 2010 Date	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT Sikandar Saifullah	
State of Washington)	
County of King) ss:)	

I certify that I know or have satisfactory evidence that <u>SIKANDAR SAIFULLAH</u> 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.

My commission expires

(Scal)	PENK ON THE STATE OF THE STATE
	MATHEMATICAL STATES

V.S. Patent Appin. No. 12/099,135 Filing Date 2. February 3, 2010	Client Docket No. REG88583 2009 PT
Date	Sean P. Forde
State of Washington)
County of King) ss:)

I certify that I know or have satisfactory evidence that <u>SEAN P. FORDE</u> 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)

Signature of Notary Public

Printed Name

My commission expires

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Attorney Docket No. 026014-012200US Client Docket No. REG88583 2009 PT
Date	John M. Nilles
State of Washington) }ss:
County of King)

I certify that I know or have satisfactory evidence that <u>JOHN M. NILLES</u> 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.

My commission expires

(Seal)

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010		Attorney Docket No. <u>026014-012200US</u> Client Docket No. <u>REG88583 2009 PT</u>
Date		Jason P. Patrikios
State of Washington)	
· ·) ss:	
County of King)	

I certify that I know or have satisfactory evidence that <u>JASON P. PATRIKIOS</u> 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) Walter Company of the Company

Dated _____ Signature of

Notary Public Printed Name

My commission expires

U.S. Patent Appln. No. 12/699,735 Filing Date February 3, 2010	Client Docket No. <u>NEG88583 2009 PT</u>	
7/1/2010 Date	Brent Robert Mills	
State of Washington)) ss:	
County of King)	

I certify that I know or have satisfactory evidence that <u>BRENT ROBERT MILLS</u> 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) III (Seal) (Seal

Dated 2 | 2017 Signature of 24

Notary Public-Printed Name

My commission expires ___

Filing Date February 3, 2010	Client Docket No. <u>REG88583 2009 PT</u>
<u> </u>	Alexandru I. Indrei
State of Washington)
County of King) ss:)

I certify that I know or have satisfactory evidence that <u>ALEXANDRU I. INDREI</u> 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.

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U.S. Patent Appln. No. <u>12/699,735</u> Filing Date <u>February 3, 2010</u>	Client Docket No. REG88583 2009 PT
Date 7/1/2010	Paul Daniel Jaye
State of Washington))ss:
County of King)

I certify that I know or have satisfactory evidence that <u>PAUL DANIEL JAYE</u> 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.

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Signature of Notary Public Printed Name My commission expires 11-79-13

U.S. Patent Appln. No. 12/699.735 Filing Date February 3, 2010	Client Docket No. <u>NEG88583 2609 PT</u>
Date	Daniel R. Parshall
State of Washington)) ss:
County of King)

I certify that I know or have satisfactory evidence that <u>DANIEL R. PARSHALL</u> 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.

COMMISSION EXPIRES JUNE 19 2018

Signature of Notary Public Sheek L. Regton

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2013

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Page 19 of 19