

PATENT ASSIGNMENT

Electronic Version v1.1
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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

501353918

**PATENT
 REEL: 025370 FRAME: 0407**

CH \$40.00 12699735

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Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	026014-012200US
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NAME OF SUBMITTER:	Jamie Vrsek
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Total Attachments: 19

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U.S. Patent Appln. No. 12/699,735
Filing Date February 3, 2010

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

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Max L. Kanter
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Daniel R. Parshall
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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:

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a non-provisional application for United States Letters 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 TOWNSEND and TOWNSEND and CREW LLP, Two Embarcadero Center, Eighth Floor, San Francisco, California 94111-3834, (925) 472-5000, associated with Customer No. 20350, to insert here in parenthesis (U.S. Serial No. 12/699,735, filed February 3, 2010) 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 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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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.

U.S. Patent Appl. No. 12/699,735
Filing Date February 3, 2010

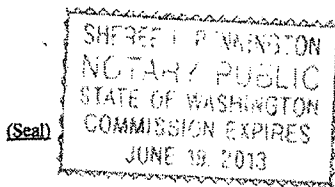
Attorney Docket No. 026014-012200US
Client Docket No. REG88583 2009 PT

2/11/2010
Date

Max L. Kanter
Max L. Kanter

State of Washington)
County of King) ss:
)

I certify that I know or have satisfactory evidence that MAX L. KANTER 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 2-1-2010

Signature of Notary Public *Sherree L. Pennington*

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

U.S. Patent Appln. No. 12/699,735
Filing Date February 3, 2010

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

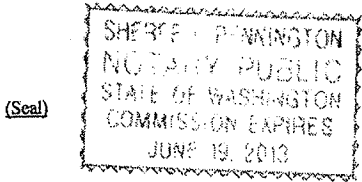
02/01/2010
Date

S B Singh
Sachin B. Singh

State of Washington)
) ss:
County of King)

I certify that I know or have satisfactory evidence that SACHIN B. SINGH 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 2-1-2010

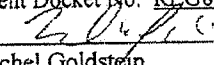


Signature of Notary Public *Sherree L. Pennington*

Printed Name SHERREE L. PENNINGTON

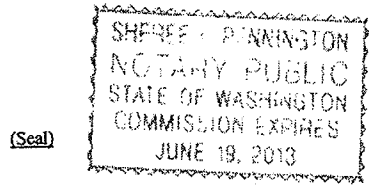
My commission expires 6-19-2013

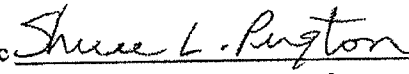
U.S. Patent Appln. No. 12/699,735
Filing Date February 3, 2010
2/1/2010
Date

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

Michel Goldstein

State of Washington)
) ss:
County of King)

I certify that I know or have satisfactory evidence that MICHEL GOLDSTEIN 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 2-1-2010
Signature of Notary Public 
Printed Name SHERREE L. PENNINGTON
My commission expires 6-19-2013

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Filing Date February 3, 2010
2-1-2010

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

David Charles Couvrette

Date

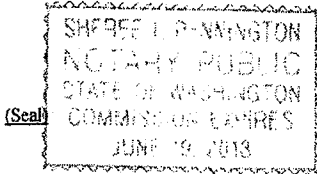
David Charles Couvrette

State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that DAVID CHARLES COUVRETTE 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 2-1-2010

Signature of Notary Public *Sherree L. Pennington*

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

U.S. Patent Appln. No. 12/699,735

Filing Date February 3, 2010

Date Feb. 1, 2010

Attorney Docket No. 026014-012200US

Client Docket No. REG88583 2009 PT

Sikandar Saifullah

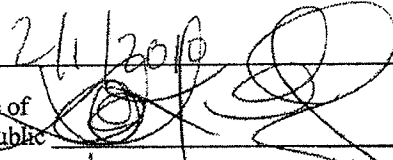
State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that SIKANDAR SAIFULLAH 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.

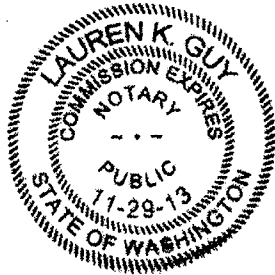
Dated 2/1/2010

Signature of Notary Public 

Printed Name Lauren K. Guy

My commission expires 11-29-13

(Seal)



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Filing Date February 3, 2010

2/11/2010
Date

Attorney Docket No. 026014-012200US

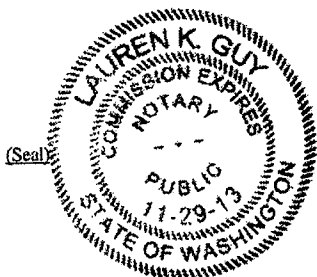
Client Docket No. REG88583 2009 PT

John M. Nilles
John M. Nilles

State of Washington)

County of King) ss:
)

I certify that I know or have satisfactory evidence that JOHN M. NILLES 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 2/11/2010

Signature of Notary Public [Handwritten Signature]

Printed Name Lauren K. Guy

My commission expires 2/11/2010

U.S. Patent Appln. No. 12/699,735

Attorney Docket No. 026014-012200US

Filing Date February 3, 2010

Client Docket No. REG88583 2009 PT

Date Feb 10

Jason P. Patrikios

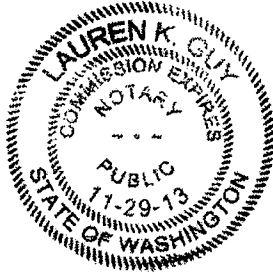
State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that JASON P. PATRIKIOS 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 2/1/2010

Signature of Notary Public [Handwritten Signature]

Printed Name Lauren K. Guy

My commission expires 11-29-13

U.S. Patent Appl. No. 12/699,735

Filing Date February 3, 2010

02/01/2010

Date

Attorney Docket No. 026014-012200US

Client Docket No. REG88583 2009 PT

Alexandru I. Indrei
Alexandru I. Indrei

State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that ALEXANDRU I. INDREI 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.

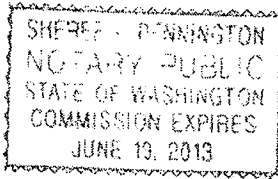
Dated 2-1-2010

Signature of Notary Public Sherree L. Pennington

Printed Name SHEREE L. PENNINGTON

My commission expires 6-19-2013

(Seal)



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Date 2/11/2010

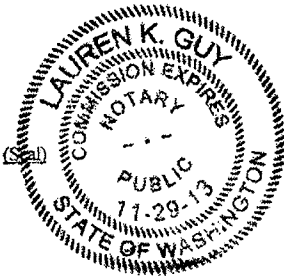
Paul Daniel Jaye
Paul Daniel Jaye

State of Washington)

) ss:

County of King)

I certify that I know or have satisfactory evidence that PAUL DANIEL JAYE 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 2/11/2010

Signature of
Notary Public [Handwritten Signature]

Printed Name Lauren K. Guy

My commission expires 11-29-13

