

PATENT ASSIGNMENT

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Michal J. Geller | 12/22/2010 |
| Brian R. Williams | 12/22/2010 |
| 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: | 12978331 |
| CORRESPONDENCE DATA | |
| Fax Number: | (509)323-8979 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 509-324-9256 |
| Email: | pam@leehayes.com |
| Correspondent Name: | LEE & HAYES, PLLC |
| Address Line 1: | 601 W. RIVERSIDE AVENUE |
| Address Line 2: | SUITE 1400 |
| Address Line 4: | SPOKANE, WASHINGTON 99201 |
| ATTORNEY DOCKET NUMBER: | AM2-0502US |
| NAME OF SUBMITTER: | Pam Prellwitz |

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Total Attachments: 4
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U.S. Patent Appln. No 12/978,331
Filing Date 12/23/2010

Attorney Docket No. - AM2-0502US
Client Docket No. REG116032 2010 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Michal J. Geller
410 Terry Avenue North
Seattle, WA 98109-5210

Brian R. Williams
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"Host-Managed Gift Card Program" for which:

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 Lee & Hayes PLLC

601 W Riverside Ste 1400, Spokane, WA 99201, associated with Customer No. 29150, to insert

here in parenthesis (U.S. Serial No. 12/978,331 , filed 12/23/2010)

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 having a place of business at Reno, Nevada, is desirous of acquiring the entire right,

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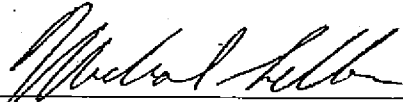
title and interest in and to the invention and in and to any letters patent that may be granted therefore in the United States and in any and all foreign countries;

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.

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12/22/2010
Date


Michael J. Geller

SIGNATURE WITNESSED BY:

Dated: 12/22/10



Signature of Witness

Colleen Bol
Printed Name

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12/22/10
Date


Brian R. Williams

SIGNATURE WITNESSED BY:

Dated: 12/22/10


Signature of Witness

Colleen Bol
Printed Name