

PATENT ASSIGNMENT

Electronic Version v1.1  
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| SUBMISSION TYPE:   | NEW ASSIGNMENT            |               |                           |                     |              |             |            |                |            |              |       |
|--|---------------------------|---------------|---------------------------|---------------------|--------------|-------------|------------|----------------|------------|--------------|-------|
| NATURE OF CONVEYANCE:  | ASSIGNMENT                |               |                           |                     |              |             |            |                |            |              |       |
| CONVEYING PARTY DATA   |                           |               |                           |                     |              |             |            |                |            |              |       |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Pranav Dandekar</td><td>08/30/2007</td></tr><tr><td>Vinit Kalra</td><td>08/30/2007</td></tr><tr><td>Jan Klier</td><td>08/30/2007</td></tr></tbody></table>                  |                           | Name          | Execution Date            | Pranav Dandekar     | 08/30/2007   | Vinit Kalra | 08/30/2007 | Jan Klier      | 08/30/2007 |              |       |
| Name   | Execution Date            |               |                           |                     |              |             |            |                |            |              |       |
| Pranav Dandekar  | 08/30/2007                |               |                           |                     |              |             |            |                |            |              |       |
| Vinit Kalra  | 08/30/2007                |               |                           |                     |              |             |            |                |            |              |       |
| Jan Klier  | 08/30/2007                |               |                           |                     |              |             |            |                |            |              |       |
| RECEIVING PARTY DATA   |                           |               |                           |                     |              |             |            |                |            |              |       |
| <table border="1"><tr><td>Name:</td><td>Amazon Technologies, Inc.</td></tr><tr><td>Street Address:</td><td>P O Box 8102</td></tr><tr><td>City:</td><td>Reno</td></tr><tr><td>State/Country:</td><td>NEVADA</td></tr><tr><td>Postal Code:</td><td>89507</td></tr></table> |                           | Name:         | Amazon Technologies, Inc. | Street Address:     | P O Box 8102 | City:       | Reno       | State/Country: | NEVADA     | Postal Code: | 89507 |
| Name:  | Amazon Technologies, Inc. |               |                           |                     |              |             |            |                |            |              |       |
| Street Address:  | P O Box 8102              |               |                           |                     |              |             |            |                |            |              |       |
| City:  | Reno                      |               |                           |                     |              |             |            |                |            |              |       |
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| Postal Code:   | 89507                     |               |                           |                     |              |             |            |                |            |              |       |
| PROPERTY NUMBERS Total: 1  |                           |               |                           |                     |              |             |            |                |            |              |       |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11848036</td></tr></tbody></table>   |                           | Property Type | Number                    | Application Number: | 11848036     |             |            |                |            |              |       |
| Property Type  | Number                    |               |                           |                     |              |             |            |                |            |              |       |
| Application Number:  | 11848036                  |               |                           |                     |              |             |            |                |            |              |       |
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| ATTORNEY DOCKET NUMBER:  | AM2-0369US                |               |                           |                     |              |             |            |                |            |              |       |
| NAME OF SUBMITTER:   | Cherri A. Simon           |               |                           |                     |              |             |            |                |            |              |       |
| Total Attachments: 5<br>source=M47338-PDF Exec Assignment as Filed#page1.tif   |                           |               |                           |                     |              |             |            |                |            |              |       |

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PATENT  
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**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Pranav Dandekar  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Vinit Kalra  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Jan Klier  
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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  
“SYSTEMS AND METHODS FOR GENERATING A DESCRIPTIVE UNIFORM RESOURCE  
LOCATOR (URL)” for which:

☒ a non-provisional application for United States Letters Patent:

☒ was filed on 08/30/2007 and accorded U.S. Serial No. 11/848,036; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE’S legal representatives, of Madson & Austin, 15  
West South Temple, Suite 900, Salt Lake City, Utah 84101, associated with Customer No  
21552, 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, 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 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 therefor.

U.S. Patent Appln. No. 11/848,036  
Filing Date 08/30/2007

Attorney Docket No. 3645.2.2  
Client Docket No. REG01616 2007 PT

08/30/2007  
Date

  
Pranav Dandekar

State of WASHINGTON

)

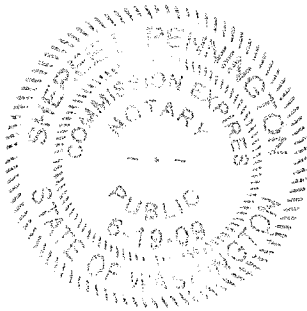
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County of KING

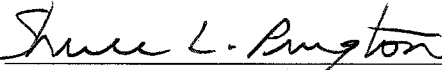
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I certify that I know or have satisfactory evidence that PRANAV DANDEKAR is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 8-30-2007

Signature of Notary Public 

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009

U.S. Patent Appln. No. 11/848,036  
Filing Date 08/30/2007

Attorney Docket No. 3645.2.2  
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08/30/2007  
Date

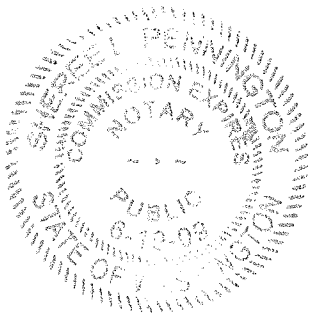
Vinit Kalra  
Vinit Kalra

State of WASHINGTON )

County of KING ) ss:  
)

I certify that I know or have satisfactory evidence that VINIT KALRA 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 8-30-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009

8/30/2007  
Date

Jan Klier  
Jan Klier

State of WASHINGTON )

County of KING ) ss:  
)

I certify that I know or have satisfactory evidence that JAN KLIER 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 8-30-2007

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2009