

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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| SUBMISSION TYPE:   | NEW ASSIGNMENT              |
| NATURE OF CONVEYANCE:  | ASSIGNMENT                  |
| <b>CONVEYING PARTY DATA</b>  |                             |
| <b>Name</b>  | <b>Execution Date</b>       |
| Dimitrios Lympereopoulos   | 11/22/2010                  |
| Jie Liu  | 11/30/2010                  |
| Melissa Wood Dunn  | 11/22/2010                  |
| Ashwini K. Varna   | 11/24/2010                  |
| Fang Wang  | 11/22/2010                  |
| Jen-Hsien Kenny Chien  | 11/30/2010                  |
| <b>RECEIVING PARTY DATA</b>  |                             |
| <b>Name:</b>   | Microsoft Corporation       |
| <b>Street Address:</b>   | One Microsoft Way           |
| <b>City:</b>   | Redmond                     |
| <b>State/Country:</b>  | WASHINGTON                  |
| <b>Postal Code:</b>  | 98052                       |
| <b>PROPERTY NUMBERS Total: 1</b>   |                             |
| <b>Property Type</b>   | <b>Number</b>               |
| <b>Application Number:</b>   | 12958320                    |
| <b>CORRESPONDENCE DATA</b>   |                             |
| <b>Fax Number:</b>   | (425)936-7329               |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                             |
| <b>Phone:</b>  | 425-707-2290                |
| <b>Email:</b>  | dbouton@microsoft.com       |
| <b>Correspondent Name:</b>   | Dianne Bouton               |
| <b>Address Line 1:</b>   | One Microsoft Way           |
| <b>Address Line 2:</b>   | Patent Group Docketing Dept |
| <b>Address Line 4:</b>   | Redmond, WASHINGTON 98052   |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 331068.01                   |

CH \$40.00 12958320

**501400572**

**PATENT  
 REEL: 025604 FRAME: 0068**

NAME OF SUBMITTER:

Gopal Sharma

**Total Attachments: 15**

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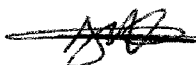
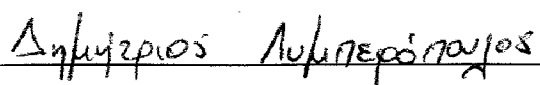
I/WE, Dimitrios Lymperopoulos, Jie Liu, Melissa Wood Dunn, Ashwini K. Varma Fang Wang and Jen-Hsien Chien ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "REAL-TIME PERSONALIZED RECOMMENDATION OF LOCATION-RELATED ENTITIES", which:

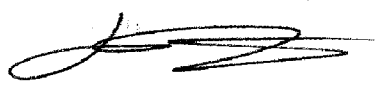
- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No. 12/958320, filed 12/01/2010) this APPLICATION's Application No. and filing date, when known;
- was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_;
- is filed concurrently herewith;

Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

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| <br><hr/> Inventor's Signature | <u>11/22/2010</u><br><hr/> Date   |
| <hr/> Dimitrios Lymperopoulos<br>Printed Name in English  | <br><hr/> Printed Name in Native Language (if other than English) |

|   |   |
|---|---|
|  | 11/30/2010  |
| Inventor's Signature  | Date  |
| Jie Liu   | 刘劼  |
| Jie Liu<br>Printed Name in English  | Printed Name in Native Language (if other than English) |

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| _____  | _____   |
| Inventor's Signature                         | Date  |
| _____  | _____   |
| Melissa Wood Dunn<br>Printed Name in English | Printed Name in Native Language (if other than English) |

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| _____                                       | _____   |
| Inventor's Signature                        | Date  |
| _____                                       | _____   |
| Ashwini K. Varma<br>Printed Name in English | Printed Name in Native Language (if other than English) |

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| _____<br>Inventor's Signature                 | _____<br>Date   |
| _____<br>Fang Wang<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                             | _____<br>Date   |
| _____<br>Jen-Hsien Kenny Chien<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

I/WE, Dimitrios Lympelopoulos, Jie Liu, Melissa Wood Dunn, Ashwini K. Varma Fang Wang and Jen-Hsien Chien ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "REAL-TIME PERSONALIZED RECOMMENDATION OF LOCATION-RELATED ENTITIES", which:

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| <hr/> Inventor's Signature                               | <hr/> Date   |
| <hr/> Dimitrios Lympelopoulos<br>Printed Name in English | <hr/><br>Printed Name in Native Language (if other than English) |

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| _____<br>Inventor's Signature               | _____<br>Date   |
| _____<br>Jie Liu<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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|---|---|
| <i>Melissa W. Dunn</i><br>_____<br>Inventor's Signature                         | <i>11/22/10</i><br>_____<br>Date                                    |
| <i>Melissa W. Dunn</i><br>_____<br>Melissa Wood Dunn<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                        | _____<br>Date   |
| _____<br>Ashwini K. Varma<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                 | _____<br>Date   |
| _____<br>Fang Wang<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                             | _____<br>Date   |
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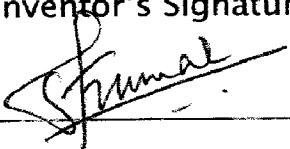
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| _____<br>Dimitrios Lymperopoulos<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature               | _____<br>Date   |
| _____<br>Jie Liu<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Melissa Wood Dunn<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature<br> | _____<br>Date<br><br>11/24/2010                                     |
| _____<br>Ashwini K. Varma<br>Printed Name in English   | _____<br>Printed Name in Native Language (if<br>other than English) |

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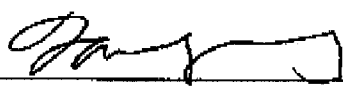
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| _____<br>Inventor's Signature      | _____<br>Date   |
| Jie Liu<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                | _____<br>Date   |
| Melissa Wood Dunn<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| Ashwini K. Varma<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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|  | 11/22/2010   |
| Inventor's Signature  | Date   |
| FANG WANG   |  |
| Fang Wang<br>Printed Name in English  | Printed Name in Native Language (if<br>other than English) |

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| Jen-Hsien Kenny Chien<br>Printed Name in English | Printed Name in Native Language (if<br>other than English) |

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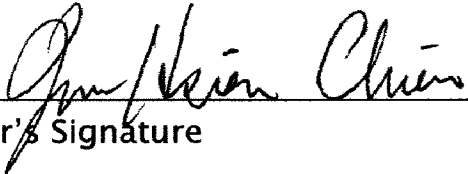
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| _____<br>Jie Liu<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |

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| _____<br>Inventor's Signature                         | _____<br>Date   |
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| _____<br>Ashwini K. Varma<br>Printed Name in English | _____<br>Printed Name in Native Language (if<br>other than English) |



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| _____<br><br>Inventor's Signature | _____<br>11/30/2010<br>Date   |
| _____<br>JEN-HSIEN KENNY CHIEN<br>Printed Name in English  | _____<br>Printed Name in Native Language (if<br>other than English) |