

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Rajendra K. Vippagunta</td> <td>01/07/2011</td> </tr> <tr> <td>James J. Massey</td> <td>01/07/2011</td> </tr> <tr> <td>Anand Subbarayan</td> <td>01/07/2011</td> </tr> <tr> <td>Anand D. Paka</td> <td>01/27/2011</td> </tr> <tr> <td>Shrinivas Mohan</td> <td>01/07/2011</td> </tr> <tr> <td>Sarthak Anand</td> <td>01/07/2011</td> </tr> <tr> <td>Aditya Rekha Dharanipragada</td> <td>01/07/2011</td> </tr> </tbody> </table>		Name	Execution Date	Rajendra K. Vippagunta	01/07/2011	James J. Massey	01/07/2011	Anand Subbarayan	01/07/2011	Anand D. Paka	01/27/2011	Shrinivas Mohan	01/07/2011	Sarthak Anand	01/07/2011	Aditya Rekha Dharanipragada	01/07/2011
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RECEIVING PARTY DATA																	
Name:	Amazon Technologies, Inc.																
Street Address:	P.O. Box 8102																
City:	Reno																
State/Country:	NEVADA																
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>12978711</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12978711												
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Application Number:	12978711																
CORRESPONDENCE DATA																	
Fax Number:	(770)951-0933																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
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ATTORNEY DOCKET NUMBER:	170105-1150																

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PATENT
REEL: 025737 FRAME: 0166

NAME OF SUBMITTER:

Arvind R. Reddy

Total Attachments: 10

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U.S. Patent Appln. No. 12/978,711
Filing Date December 27, 2010

Attorney Docket No. 170105-1150
Client Docket No. REG114817 2010PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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Assignee:

Amazon Technologies, Inc.
PO Box 8102
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AGREEMENT

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

"Gift Campaigns in a Social Networking System" for which:

a non-provisional application for United States Letters Patent:

was filed on December 27, 2010 and accorded U.S. Serial No. 12/978,711; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives, of Thomas, Kayden, Horstemeyer & Risley, L.L.P., associated with Customer No. 71247, 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

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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.

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Jan 7, 2011
Date

V. Rajendra Kumar
Rajendra K. Wippagunta

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1-7-2011
Date

SHEREE PENNINGTON
Witness (Printed Name)

1-7-11
Date

James J. Massey
James J. Massey

WITNESSED BY:

E Ferguson
Witness (Signature)

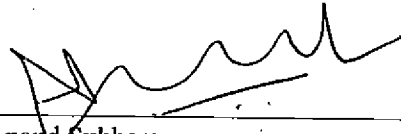
1/7/2011
Date

EMILY FERGUSON
Witness (Printed Name)

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Anand Subbarayan

WITNESSED BY:

E. Ferguson
Witness (Signature)


1/7/2011
Date

EMILY FERGLISON
Witness (Printed Name)

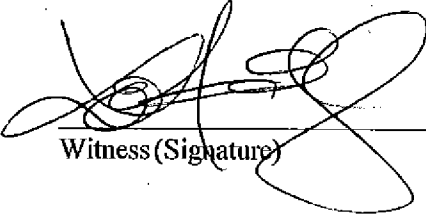
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Anand D. Paka

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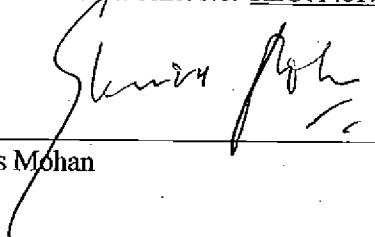
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Date

Lauren K. Gray
Witness (Printed Name)

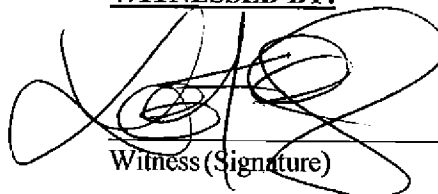
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Shrinivas Mohan

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Sarthak Anand
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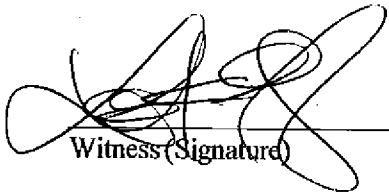
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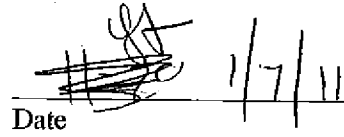
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Jan 7th, 2011
Date

D. Aditya Rekha
Aditya Rekha Dharanipragada

WITNESSED BY:


Witness (Signature)


Date

Lauren K. Guy
Witness (Printed Name)