

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Balamurugan Anandan	02/09/2011
Logan Luyet Dillard	12/09/2010
James G. Robinson	11/22/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Amazon Technologies, Inc.
<b>Street Address:</b>	P.O Box 8102
<b>City:</b>	Reno
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89507
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12946143
<b>CORRESPONDENCE DATA</b>	
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<b>ATTORNEY DOCKET NUMBER:</b>	170104-1490
<b>NAME OF SUBMITTER:</b>	Karen G. Hazzah

OP \$40.00 12946143

Total Attachments: 5  
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**PATENT**  
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**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

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

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
“LOCATING PRODUCT REFERENCES IN CONTENT PAGES” for which:

- a non-provisional application for United States Letters Patent:
- was filed on November 15, 2010 and accorded U.S. Serial No. 12/946,143; 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 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 Appn. No. 12/946,143  
Filing Date November 15, 2010

Attorney Docket No. 170104-1490  
Client Docket No. REG108388 2010PT

02 | 09 | 2011  
Date

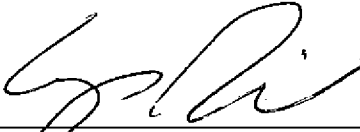
*Balamurugan Anandan*  
Balamurugan Anandan

WITNESS:

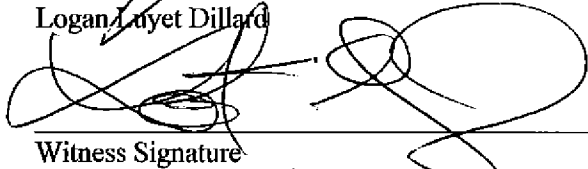
*Kiddehant Singh*  
Witness Signature

*Kiddehant Singh 02/9/11*  
Printed Name and Date

12/9/2010  
Date


  
Logan Layet Dillard

WITNESS:

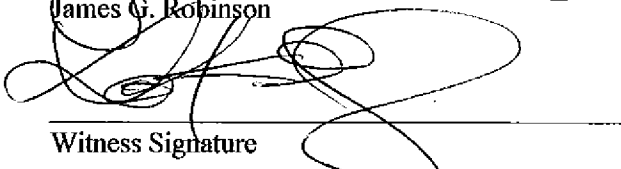
  
Witness Signature

Lauren K. Guy 12/9/10  
Printed Name and Date

11/22/2010  
Date

  
James G. Robinson

WITNESS:

  
Witness Signature  
Lauren K. Guy 11-22-10  
Printed Name and Date