

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
CONVEYING PARTY DATA															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Daniel B. Lloyd</td> <td>10/25/2010</td> </tr> <tr> <td>Arne C. Knudson</td> <td>08/25/2010</td> </tr> <tr> <td>Valentin Radu Munteanu</td> <td>08/25/2010</td> </tr> <tr> <td>Llewellyn J. Mason</td> <td>08/26/2010</td> </tr> <tr> <td>Himanshu Khurana</td> <td>08/25/2010</td> </tr> <tr> <td>In Jae Lee</td> <td>08/25/2010</td> </tr> </tbody> </table>		Name	Execution Date	Daniel B. Lloyd	10/25/2010	Arne C. Knudson	08/25/2010	Valentin Radu Munteanu	08/25/2010	Llewellyn J. Mason	08/26/2010	Himanshu Khurana	08/25/2010	In Jae Lee	08/25/2010
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Himanshu Khurana	08/25/2010														
In Jae Lee	08/25/2010														
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" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12878478</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12878478										
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Application Number:	12878478														
CORRESPONDENCE DATA															
Fax Number:	(919)854-1401														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	919-854-1400														
Email:	sfreedman@myersbigel.com														
Correspondent Name:	Susan E. Freedman/MBSS														
Address Line 1:	4140 Parklake Avenue														
Address Line 2:	Suite 600														
Address Line 4:	Raleigh, NORTH CAROLINA 27612														
ATTORNEY DOCKET NUMBER:	6500-2														

CH \$40.00 12878478

501461057

**PATENT
 REEL: 025924 FRAME: 0917**

NAME OF SUBMITTER:

Susan E. Freedman

Total Attachments: 9

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U.S. Patent Appln. No. _____
Filing Date _____

Attorney Docket No. 6500-2
Client Docket No. REG98989 2010 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Daniel B. Lloyd
1200 12TH Avenue South, Suite 1200
Seattle, WA 98144-2734

Arne C. Knudson
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Himanshu Khurana
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In Jae Lee
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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

“PERSONALIZED CAMPAIGN PLANNER” for which:

a non-provisional application for United States Letters Patent:

was filed on _____ and accorded U.S. Serial No. _____; or

U.S. Patent Appln. No. _____
Filing Date _____

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will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives, of Myers Bigel Sibley & Sajovec, P.A., associated with Customer No. 20792, to insert here in parenthesis (U.S. Serial No. 12/878,478, filed 09/09/2010) 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, 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

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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. _____
Filing Date _____

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Date 10/25/2010
State of Washington
County of King

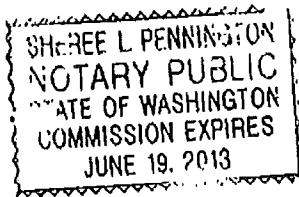
[Signature]
Daniel B. Lloyd

)
) ss:
)

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

Dated 10-25-2010

(Seal)



Signature of Sherree L. Pennington
Notary Public


Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

U.S. Patent Appl. No. _____
Filing Date _____

Attorney Docket No. 6500-2
Client Docket No. REG98989 2010 PT

25 Aug 2010
Date


Arne C. Knudson

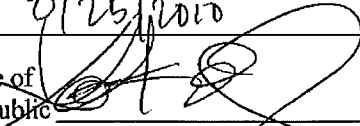
State of Washington

County of King

)
) ss:
)

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

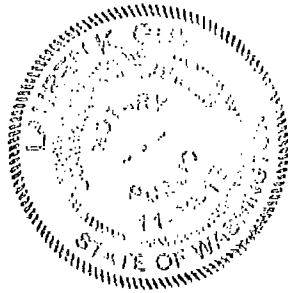
Dated 8/25/2010

Signature of 
Notary Public

Printed Name Lawrence E. Gandy

My commission expires 11.29.13

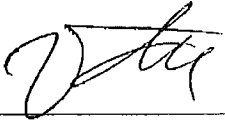
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25-Aug-2010
Date

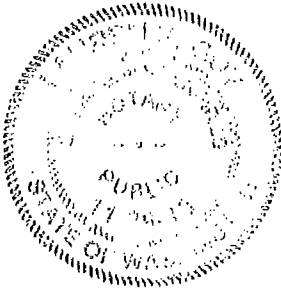

Valentin Radu Munteanu

State of Washington)

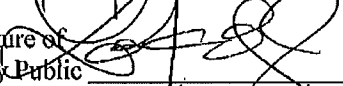
County of King) ss:

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

(Seal)



Dated 8/25/2010

Signature of 
Notary Public

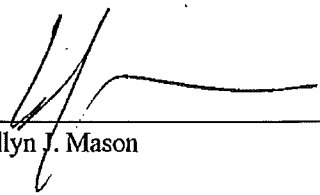
Printed Name Wanda D. Gray

My commission expires 11-29-13

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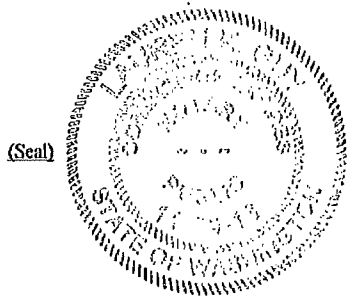
8/26/10
Date _____

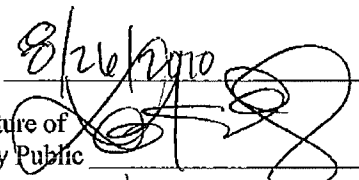

Llewellyn J. Mason

State of Washington)

County of King) ss:

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



Dated 8/26/10
Signature of Notary Public 
Printed Name Laurent E. Guy
My commission expires 11.29.13

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25/AUG/2010
Date

Himanshu Khurana
Himanshu Khurana

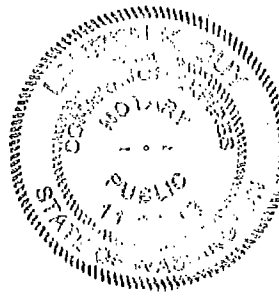
State of Washington

County of King

)
) ss:
)

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

(Seal)



Dated 8/25/2010
Signature of [Signature]
Notary Public
Printed Name Lawrence Gray
My commission expires 11-29-13

U.S. Patent Appln. No. _____
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2010 Aug 25th
Date

In Jae Lee
In Jae Lee

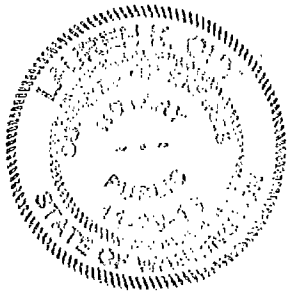
State of Washington

County of King

)
) ss:
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I certify that I know or have satisfactory evidence that IN JAE LEE is the person who personally appeared before me and acknowledged that he signed the foregoing Patent Assignment and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 8/25/2010
Signature of Notary Public [Signature]
Printed Name Warren K. Gray
My commission expires 11-29-13