

PATENT ASSIGNMENT

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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>Lucas B. Dickey</td><td>03/11/2011</td></tr><tr><td>Wenlin Ma</td><td>03/09/2011</td></tr><tr><td>Piragash Velummylum</td><td>03/09/2011</td></tr><tr><td>Johanna S. Olson</td><td>03/09/2011</td></tr><tr><td>James H. Wood</td><td>03/09/2011</td></tr><tr><td>Korwin J. Smith</td><td>03/11/2011</td></tr><tr><td>Christopher G. Emery</td><td>03/09/2011</td></tr></tbody></table>		Name	Execution Date	Lucas B. Dickey	03/11/2011	Wenlin Ma	03/09/2011	Piragash Velummylum	03/09/2011	Johanna S. Olson	03/09/2011	James H. Wood	03/09/2011	Korwin J. Smith	03/11/2011	Christopher G. Emery	03/09/2011
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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						
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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:	170104-1740																

OP \$40.00 13036145

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PATENT
REEL: 026035 FRAME: 0768

NAME OF SUBMITTER:

Karen G. Hazzah

Total Attachments: 10

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PATENT

REEL: 026035 FRAME: 0769

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

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AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"MAKING PUBLISHER CONTENT AVAILABLE TO SPECIFIC USERS" for which:

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

- ☒ was filed on 02/28/2011 and accorded U.S. Serial No. 13/036,145; 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

U.S. Patent Appln. No. 13/036,145
Filing Date 02/28/2011


Attorney Docket No. 170104-1740
Client Docket No. REG105087 2010PT

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.

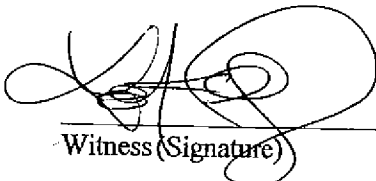
U.S. Patent Appln. No. 13/036,145
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Attorney Docket No. 170104-1740
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3 / 11 / 11
Date


Lucas B. Dickey

WITNESSED BY:


Witness (Signature)

3 / 11 / 11
Date

Lauren K. Guy
Witness (Printed Name)

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Date

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3-9-2011

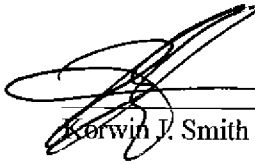
Date

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