

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
DANIEL MARANTZ	06/20/2011
KEITH ALAN REGIER	06/20/2011
BRIAN MACDONALD	06/20/2011
STEVEN TULLIS	06/20/2011
STEVEN MACBETH	06/20/2011
RODNEY COLEMAN EDWARDS	06/20/2011
ALEC JOHN BERNTSON	06/20/2011
DARWIN KENGO YAMAMOTO	06/20/2011
CHRISTINA MARIE KOEHN	06/21/2011
STEVE BALLON	06/20/2011

RECEIVING PARTY DATA

Name:	MICROSOFT CORPORATION
Street Address:	ONE MICROSOFT WAY
City:	REDMOND
State/Country:	WASHINGTON
Postal Code:	98052

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13170789

CORRESPONDENCE DATA

Fax Number: (816)421-5547  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 816-474-6550  
Email: twinson@shb.com  
Correspondent Name: SHOOK, HARDY & BACON L.L.P. (MICROSOFT C  
Address Line 1: INTELLECTUAL PROPERTY DEPARTMENT

501579142

PATENT  
REEL: 026514 FRAME: 0956

OP \$40.00 13170789

Address Line 2: 2555 GRAND BOULEVARD  
Address Line 4: KANSAS CITY, MISSOURI 64108-2613

ATTORNEY DOCKET NUMBER:	MFCP.161462
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NAME OF SUBMITTER:	BENJAMIN P. TABOR
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<p>Total Attachments: 5 source=MFCP_161462_EXECUTED_ASSIGNMENT#page1.tif source=MFCP_161462_EXECUTED_ASSIGNMENT#page2.tif source=MFCP_161462_EXECUTED_ASSIGNMENT#page3.tif source=MFCP_161462_EXECUTED_ASSIGNMENT#page4.tif source=MFCP_161462_EXECUTED_ASSIGNMENT#page5.tif</p>
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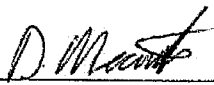

WE, Daniel Marantz, Keith Alan Regier, Brian Macdonald, Steven Tullis, Steven Macbeth, Rodney Coleman Edwards, Alec John Berntson, Darwin Kengo Yamamoto, Christina Marie Koehn, Steve Ballon ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "AIDING SEARCH-RESULT SELECTION USING VISUALLY BRANDED ELEMENTS" ("APPLICATION"), which:

- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Shook, Hardy & Bacon L.L.P. 2555 Grand Blvd., Kansas City, Missouri 64108, who are associated with customer number 45809, to insert here in parenthesis (Application No. \_\_\_\_\_, filed \_\_\_\_\_) this APPLICATION's Application No. and filing date, when known;
- ☐ was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_;
- ☐ is filed concurrently herewith;

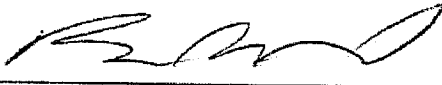
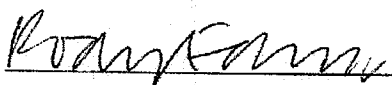

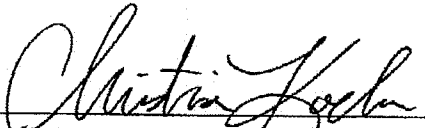
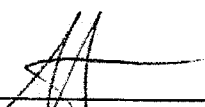
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, 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).

 Daniel Marantz	6/20/2011 Date	Daniel Marantz Printed Name in Native Language
 Keith Alan Regier	6/20/2011 Date	Keith Regier Printed Name in Native Language

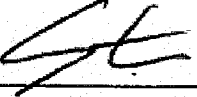
PATENT ASSIGNMENT

 _____ Brian Macdonald	<u>June 20/2011</u> _____ Date	<u>Brian Macdonald</u> _____ Printed Name in Native Language
_____ Steven Tullis	_____ Date	_____ Printed Name in Native Language
_____ Steven Macbeth	_____ Date	_____ Printed Name in Native Language
 _____ Rodney Coleman Edwards	<u>6/20/2011</u> _____ Date	<u>RODNEY EDWARDS</u> <u>Rodney Edwards</u> _____ Printed Name in Native Language
 _____ Alec John Berntson	<u>6/20/2011</u> _____ Date	<u>Alec Berntson</u> _____ Printed Name in Native Language
_____ Darwin Kengo Yamamoto	_____ Date	_____ Printed Name in Native Language
 _____ Christina Marie Koehn	<u>6/21/2011</u> _____ Date	<u>Christina Koehn</u> _____ Printed Name in Native Language
 _____ Steve Ballon	<u>6/20/2011</u> _____ Date	<u>STEVE BALLON</u> _____ Printed Name in Native Language


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Brian Macdonald	Date	Printed Name in Native Language
 Steven Tullis	4/26/2011 Date	Steven Tullis Printed Name in Native Language
Steven Macbeth	Date	Printed Name in Native Language
Rodney Coleman Edwards	Date	Printed Name in Native Language
Alec John Berntson	Date	Printed Name in Native Language
Darwin Kengo Yamamoto	Date	Printed Name in Native Language
Christina Marie Koehn	Date	Printed Name in Native Language
Steve Ballon	Date	Printed Name in Native Language

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Brian Macdonald	Date	Printed Name in Native Language
Steven Tullis	Date	Printed Name in Native Language
	6/20/11	Steven William Macbeth
Steven Macbeth	Date	Printed Name in Native Language
Rodney Coleman Edwards	Date	Printed Name in Native Language
Alec John Berntson	Date	Printed Name in Native Language
Darwin Kengo Yamamoto	Date	Printed Name in Native Language
Christina Marie Koehn	Date	Printed Name in Native Language
Steve Ballon	Date	Printed Name in Native Language

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Brian Macdonald	Date	Printed Name in Native Language
Steven Tullis	Date	Printed Name in Native Language
Steven Macbeth	Date	Printed Name in Native Language
Rodney Coleman Edwards	Date	Printed Name in Native Language
Alec John Berntson	Date	Printed Name in Native Language
	6/20/2011	Darwin Yamamoto
Darwin Kengo Yamamoto	Date	Printed Name in Native Language
Christina Marie Koehn	Date	Printed Name in Native Language
Steve Ballon	Date	Printed Name in Native Language