# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

Name	Execution Date
Doug Burger	06/11/2011
Todd Eric Holmdahl	06/13/2011
Joseph H. Matthews III	06/10/2011
James A. Baldwin	06/16/2011
Jay Schiller	06/14/2011

### **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:	13163536

### **CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER: 332547.01

NAME OF SUBMITTER: Girija Lourembam

PATENT

REEL: 026518 FRAME: 0362

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## **Total Attachments: 8**

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PATENT REEL: 026518 FRAME: 0363

I/WE, Doug Burger, Todd Eric Holmdahl, Joseph H. Matthews III, James A. Baldwin, and Jay Schiller ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SELECTION OF ADVERTISEMENTS VIA VIEWER FEEDBACK" ("APPLICATION"), which:

X	will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR
	hereby authorizes, and requests, ASSIGNEE'S legal representatives, of
	the Law and Corporate Affairs Department, Microsoft Corporation, One
	Microsoft Way, Redmond, Washington 98052, who are associated with
	customer number 69316, to insert here in parenthesis (Application
	No. 13/163,536 filed 06/17/2011 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).

Inventor's Signature	6/11/H Date
Doug Burger	
Printed Name in English	Printed Name in Native Language (if other than English)

Page 1 of 2

MS Docket No.: 332547.01

PATENT ASSIGNMENT MS Docket No.: 332547.01

Todd Haludahl	6/13/11
Inventor's Signature	Date
Todd Eric Holmdahl	
Printed Name in English	Printed Name in Native Language (if
	other than English)
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Inventor's Signature	Date
Joseph H. Matthews III	
Printed Name in English	Printed Name in Native Language (if
	other than English)
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Inventor's Signature	Date
James A. Baldwin	<u> </u>
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	other than English)
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Inventor's Signature	Date
Jay Schiller	
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	other than English)

I/WE, Doug Burger, Todd Eric Holmdahl, Joseph H. Matthews III, James A. Baldwin, and Jay Schiller ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SELECTION OF ADVERTISEMENTS VIA VIEWER FEEDBACK" ("APPLICATION"), which: 🖾 will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 69316, to insert here in parenthesis (Application No.  $\frac{13/163,536}{1}$  filed  $\frac{06/17/2011}{1}$  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). Inventor's Signature Date Doug Burger Printed Name in English

Page 1 of 2

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other than English)

MS Docket No.: 332547.01

PATENT ASSIGNMENT MS Docket No.: 332547.01

Inventor's Signature	Date
Todd Eric Holmdahl	
Printed Name in English	Printed Name in Native Language (if other than English)
La HA John	6.10.2011
Inventor's Signature	Date
Joseph H. Matthews III	
Printed Name in English	Printed Name in Native Language (if other than English)
Inventor's Signature	Date
	Date
James A. Baldwin Printed Name in English	Printed Name in Native Language (if other than English)
Inventor's Signature	Date
<u>Jay Sch</u> iller	
Printed Name in English	Printed Name in Native Language (if other than English)

MS Docket No.: <u>332547.01</u>

Baldwin, and Jay Schiller ("ASSIGNOR"), he disclosed and/or claimed in a pate ADVERTISEMENTS VIA VIEWER FEEDBACK" ("Will be filed without this hereby authorizes, and receive the Law and Corporate Afford Microsoft Way, Redmond, working customer number 69316 No. 13/163,536, filed 06/17/2011 filing date, when known;	executed PATENT ASSIGNMENT. ASSIGNOR quests, ASSIGNEE'S legal representatives, of airs Department, Microsoft Corporation, One Washington 98052, who are associated with to insert here in parenthesis (Application
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successors and assigns ("ASSIGNEE"), is enemalized and exclusive rights, title and interconduction and patents applications, in and for the United State ("APPLICATION DERIVATIVES"));  For good and valuable consideracknowledged by the ASSIGNOR, the ASSIGNEE, the entire and exclusive righthe APPLICATION (and APPLICATION DERIVATION CASSIGNOR) agrees to execute all instanting and prosecution of the APPLICATION	struments and documents required for the TION (and APPLICATION DERIVATIVES), for herefrom, and for the purpose of protecting
 Inventor's Signature	Date
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MS Docket No.: 332547.01

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Todd Eric Holmdahl	The state of the s
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Inventor's Signature	Date
Joseph H. Matthews III	
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	other than English)
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/ // 5//	- C/16/20U
inventor's Signature	Date
James A. Baldwin	
Printed Name in English	Printed Name in Native Language (if other than English)
,	
Inventor's Signature .	Date

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Printed Name in Native Language (if

other than English)

Baldwin, and J disclosed and ADVERTISEMEN	ay Schiller ("ASSIGNOR"), held or claimed in a pate TS VIA VIEWER FEEDBACK" ("will be filed without this hereby authorizes, and receive the Law and Corporate Affa Microsoft Way, Redmond, No. 13/163,536, filed 06/17/2017 filing date, when known;	Imdahl, Joseph H. Matthews III, James A. ave invented subject matter ("INVENTION") nt application entitled "SELECTION OF APPLICATION"), which: executed PATENT ASSIGNMENT. ASSIGNOR quests, ASSIGNEE'S legal representatives, of airs Department, Microsoft Corporation, One Washington 98052, who are associated with to insert here in parenthesis (Application ) this APPLICATION's Application No. and and was given Application No;
	is filed concurrently herewi	th;
entire and excleand all other applications, in ("APPLICATION For good acknowledged the ASSIGNEE, to the APPLICATION ASSIGNOOM making and publicing at the application regards."	usive rights, title and intercapplications and patents and for the United State DERIVATIVES")); and and valuable consider by the ASSIGNOR, the ASSIGNOR and APPLICATION DERIVAR agrees to execute all inspection of the APPLICATION letters patent derived the same and letters and letter	ntitled to, and is desirous of acquiring, the lest in the INVENTION and the APPLICATION of derived therefrom, such as continuing is, its territories, and all foreign countries ration, the receipt of which is hereby SNOR hereby sells, assigns and transfers to ints, title and interest in the INVENTION and ATIVES); struments and documents required for the FION (and APPLICATION DERIVATIVES), for herefrom, and for the purpose of protecting displacements.
Inventor's Sig	gnature	Date
Doug Burger		

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Page 2 of 2