

PATENT ASSIGNMENT

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	
Fax Number:	(425)936-7329
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	425-707-9382
Email:	vffiling@microsoft.com
Correspondent Name:	Assal Meftahi
Address Line 1:	One Microsoft Way
Address Line 2:	Patent Group Docketing Dept
Address Line 4:	Redmond, WASHINGTON 98052
ATTORNEY DOCKET NUMBER:	332547.01
NAME OF SUBMITTER:	Girija Lourembam

CH \$40.00 13163536

Total Attachments: 8

source=332547-01-Executed-Assignment-as-Filed#page1.tif

source=332547-01-Executed-Assignment-as-Filed#page2.tif

source=332547-01-Executed-Assignment-as-Filed#page3.tif

source=332547-01-Executed-Assignment-as-Filed#page4.tif

source=332547-01-Executed-Assignment-as-Filed#page5.tif

source=332547-01-Executed-Assignment-as-Filed#page6.tif

source=332547-01-Executed-Assignment-as-Filed#page7.tif

source=332547-01-Executed-Assignment-as-Filed#page8.tif

PATENT ASSIGNMENT

MS Docket No.: 332547.01

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. 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).

	<u>6/17/11</u>
_____ Inventor's Signature	_____ Date
<u>Doug Burger</u>	_____
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

<u>Todd Holmdahl</u> Inventor's Signature	<u>6/13/11</u> Date
<u>Todd Eric Holmdahl</u> Printed Name in English	 Printed Name in Native Language (if other than English)

 Inventor's Signature	 Date
<u>Joseph H. Matthews III</u> Printed Name in English	 Printed Name in Native Language (if other than English)

 Inventor's Signature	 Date
<u>James A. Baldwin</u> Printed Name in English	 Printed Name in Native Language (if other than English)

 Inventor's Signature	 Date
<u>Jay Schiller</u> Printed Name in English	 Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 332547.01

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. 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;

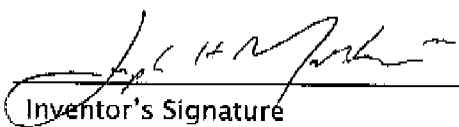
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, 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	_____ Date
<u>Doug Burger</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Todd Eric Holmdahl</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

 Inventor's Signature	<u>6.10.2011</u> Date
<u>Joseph H. Matthews III</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>James A. Baldwin</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Jay Schiller</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 332547.01

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. 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"));

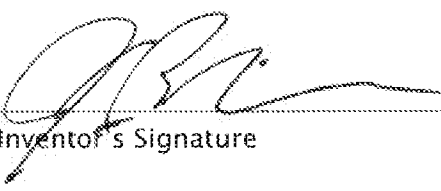
For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

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	_____ Date
<u>Doug Burger</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
Todd Eric Holmdahl Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
Joseph H. Matthews III Printed Name in English	_____ Printed Name in Native Language (if other than English)

 Inventor's Signature	<u>9/16/2011</u> Date
James A. Baldwin Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
Jay Schiller Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 332547.01

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. 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	_____ Date
<u>Doug Burger</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Todd Eric Holmdahl</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Joseph H. Matthews III</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>James A. Baldwin</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

 Inventor's Signature	<u>6/14/11</u> Date
<u>Jay Schiller</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)