

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Leo B. Baldwin	04/19/2011
Edwin Joseph Selker	06/13/2011
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	PO Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13083303
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	90204-797063
NAME OF SUBMITTER:	Heather Armstrong
Total Attachments: 4 source=2011-08-02-Assignment-90204-797063#page1.tif source=2011-08-02-Assignment-90204-797063#page2.tif source=2011-08-02-Assignment-90204-797063#page3.tif source=2011-08-02-Assignment-90204-797063#page4.tif	

OP \$40.00 13083303

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PATENT  
 REEL: 026686 FRAME: 0048

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Leo B. Baldwin  
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Seattle, WA 98109-5210

Edwin Joseph Selker  
410 Terry Ave North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
P.O. Box 8102  
Reno, NV 89507

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"GAZE-BASED CONTENT DISPLAY" for which:

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

☒ was filed on April 8, 2011 and accorded U.S. Serial No. 13/083,303; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of KILPATRICK  
TOWNSEND & STOCKTON LLP, Two Embarcadero Center, Eighth Floor, San  
Francisco, California 94111-3834, (925) 472-5000, associated with Customer No.  
20350, 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 and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, 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, any provisional applications or other domestic or foreign applications or documents setting forth the invention and to which this application claims priority, 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 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. 13/083,303  
Filing Date April 8, 2011

Attorney Docket No. 90204-797063  
Client Docket No. REG117702 2010 PT

4/19/11  
Date

[Signature]  
Leo B. Baldwin

SIGNATURE WITNESSED BY:

Dated: 4/19/11

[Signature]  
Signature of Witness  
Catherine Croward  
Printed Name

U.S. Patent Appln. No. 13/083,303  
Filing Date April 8, 2011

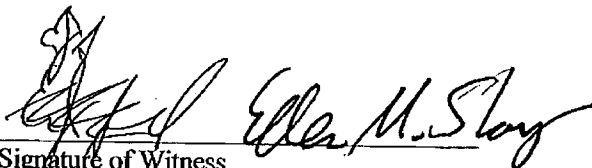
Attorney Docket No. 90204-797063  
Client Docket No. REG117702 2010 PT

Date 6/13/2011

  
Edwin Joseph Selker

SIGNATURE WITNESSED BY:

Dated: 6/13/2011

  
Signature of Witness  
Ellen M. Shay  
Printed Name

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