

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>Jen Anderson</td> <td>08/07/2011</td> </tr> <tr> <td>Eric Christian Brown</td> <td>08/08/2011</td> </tr> <tr> <td>Jennifer Teed</td> <td>08/02/2011</td> </tr> <tr> <td>Goran Predovic</td> <td>08/02/2011</td> </tr> <tr> <td>Bruce Edward James</td> <td>08/08/2011</td> </tr> <tr> <td>Fei Su</td> <td>08/08/2011</td> </tr> <tr> <td>Maybelle Lippert</td> <td>08/02/2011</td> </tr> <tr> <td>Mudit Agrawal</td> <td>08/08/2011</td> </tr> </tbody> </table>		Name	Execution Date	Jen Anderson	08/07/2011	Eric Christian Brown	08/08/2011	Jennifer Teed	08/02/2011	Goran Predovic	08/02/2011	Bruce Edward James	08/08/2011	Fei Su	08/08/2011	Maybelle Lippert	08/02/2011	Mudit Agrawal	08/08/2011
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Maybelle Lippert	08/02/2011																		
Mudit Agrawal	08/08/2011																		
RECEIVING PARTY DATA																			
Name:	Microsoft Corporation																		
Street Address:	One Microsoft Way																		
City:	Redmond																		
State/Country:	WASHINGTON																		
Postal Code:	98052																		
PROPERTY NUMBERS Total: 1																			
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13209058</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13209058														
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Application Number:	13209058																		
CORRESPONDENCE DATA																			
Fax Number:	(215)568-3439																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone:	215-568-3100																		
Email:	eeidsmoe@woodcock.com																		
Correspondent Name:	WOODCOCK WASHBURN LLP (MICROSOFT CORPORA																		
Address Line 1:	CIRA CENTRE, 12TH FLOOR																		
Address Line 2:	2929 ARCH STREET																		
Address Line 4:	PHILADELPHIA, PENNSYLVANIA 19104-2891																		

CH \$40.00 13209058

ATTORNEY DOCKET NUMBER:	MVIR-0793 / 333000.01
NAME OF SUBMITTER:	Erika Eidsmoe
Total Attachments: 16 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif source=Assignment#page6.tif source=Assignment#page7.tif source=Assignment#page8.tif source=Assignment#page9.tif source=Assignment#page10.tif source=Assignment#page11.tif source=Assignment#page12.tif source=Assignment#page13.tif source=Assignment#page14.tif source=Assignment#page15.tif source=Assignment#page16.tif	

PATENT ASSIGNMENT

I/WE, Jen Anderson, Eric Christian Brown, Jennifer Teed, Goran Predovic, Bruce Edward James, Fei Su, Maybelle Lippert, and Mudit Agrawal ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "TOUCH INTELLIGENT TARGETING" ("APPLICATION"), which:

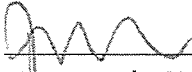
- will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, who are associated with customer number 41505, to insert here in parenthesis (Application No. 13/209,058, filed August 12, 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).

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 _____ Inventor's Signature	<u>8.7.2011</u> _____ Date
<u>Jen Anderson</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

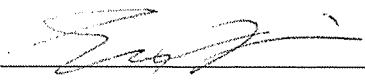
 _____ Inventor's Signature	<u>08/08/11</u> _____ Date
<u>Eric Christian Brown</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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<u>Jennifer Teed</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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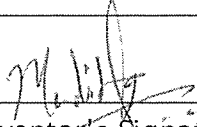
_____ Inventor's Signature	_____ Date
Goran Predovic _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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Maybelle Lippert _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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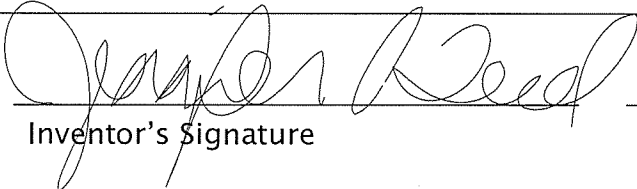
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<u>Goran Predovic</u> Inventor's Signature	<u>8/2/2011</u> Date
<u>Goran Predovic</u> Printed Name in English	<u>GORAN PREDOVIC</u> Printed Name in Native Language (if other than English)

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

<u>Fei Su</u> Inventor's Signature	<u></u> Date
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<u>Mayles</u>	<u>08/02/2011</u>
Inventor's Signature	Date
<u>Maybelle Lippert</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

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