

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNMENT														
<b>CONVEYING PARTY DATA</b>															
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Tao Mei</td> <td>04/01/2011</td> </tr> <tr> <td>Bo Zhang</td> <td>04/01/2011</td> </tr> <tr> <td>Ying-Qing Xu</td> <td>03/31/2011</td> </tr> <tr> <td>Shipeng Li</td> <td>05/06/2011</td> </tr> <tr> <td>Jinfeng Zhuang</td> <td>05/06/2011</td> </tr> <tr> <td>Peng Xu</td> <td>04/01/2011</td> </tr> </tbody> </table>		Name	Execution Date	Tao Mei	04/01/2011	Bo Zhang	04/01/2011	Ying-Qing Xu	03/31/2011	Shipeng Li	05/06/2011	Jinfeng Zhuang	05/06/2011	Peng Xu	04/01/2011
Name	Execution Date														
Tao Mei	04/01/2011														
Bo Zhang	04/01/2011														
Ying-Qing Xu	03/31/2011														
Shipeng Li	05/06/2011														
Jinfeng Zhuang	05/06/2011														
Peng Xu	04/01/2011														
<b>RECEIVING PARTY DATA</b>															
Name:	Microsoft Corporation														
Street Address:	One Microsoft Way														
City:	Redmond														
State/Country:	WASHINGTON														
Postal Code:	98052														
<b>PROPERTY NUMBERS Total: 1</b>															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13111132</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13111132										
Property Type	Number														
Application Number:	13111132														
<b>CORRESPONDENCE DATA</b>															
Fax Number:	(509)323-8979														
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>															
Phone:	5099444790														
Email:	shani@leehayes.com														
Correspondent Name:	Lee & Hayes, PLLC														
Address Line 1:	601 W Riverside Ave, Suite 1400														
Address Line 4:	Spokane, WASHINGTON 99201														
ATTORNEY DOCKET NUMBER:	MS1-5150US														
NAME OF SUBMITTER:	Shani D. Hoke														

OP \$40.00 13111132

**Total Attachments: 10**

source=RQ4183#page1.tif  
source=RQ4183#page2.tif  
source=RQ4183#page3.tif  
source=RQ4183#page4.tif  
source=RQ4183#page5.tif  
source=RQ4183#page6.tif  
source=RQ4183#page7.tif  
source=RQ4183#page8.tif  
source=RQ4183#page9.tif  
source=RQ4183#page10.tif

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

I/WE, Tao Mei, Ying-Qing Xu, Shipeng Li, Jinfeng Zhuang, Bo Zhang, Peng Xu, (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “ User Behavior Model for Contextual Personalized Recommendation” (“APPLICATION”), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, 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. \_\_;

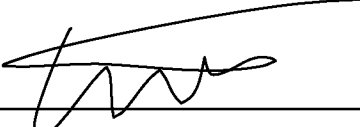
is filed concurrently herewith;

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).

Tao Mei:

	04/01/2011	梅涛
Inventor’s Signature	Date	Printed Name in Native Language

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

Ying-Qing Xu:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Shipeng Li:

---

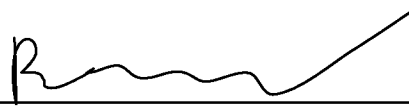
Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Jinfeng Zhuang:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Bo Zhang:

 04/01/2011 张波

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Peng Xu:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

I/WE, Tao Mei, Ying-Qing Xu, Shipeng Li, Jinfeng Zhuang, Bo Zhang, Peng Xu, (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “ User Behavior Model for Contextual Personalized Recommendation” (“APPLICATION”), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, 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).

Tao Mei:

---

Inventor’s Signature

Date

Printed Name in Native Language

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

Ying-Qing Xu:



31/03/2011

徐迎庆

---

Inventor's Signature

Date

Printed Name in Native Language

Shipeng Li:

---

Inventor's Signature

Date

Printed Name in Native Language

Jinfeng Zhuang:

---

Inventor's Signature

Date

Printed Name in Native Language

Bo Zhang:

---

Inventor's Signature

Date

Printed Name in Native Language

Peng Xu:

---

Inventor's Signature

Date

Printed Name in Native Language

PATENT ASSIGNMENT

MS Docket No.: 331978.01  
(OC Docket No.: MS1-515018)

I/WE, Tao Mei, Ying-Qing Xu, Shipeng Li, Jinfeng Zhuang, Bo Zhang, Peng Xu, ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled " User Behavior Model for Contextual Personalized Recommendation" ("APPLICATION"), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, 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).

Tao Mei:

.....  
Inventor's Signature

Date

Printed Name in Native Language

PATENT ASSIGNMENT

MS Docket No.: 331978.01  
(OC Docket No.: MS3-5150US)

Ying-Qing Xu:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Shipeng Li:



3/6/2011

李世鹏

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Jinfeng Zhuang:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Bo Zhang:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Peng Xu:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language



PATENT ASSIGNMENT

MS Docket No.: 331978.01  
(OC Docket No.: M81-53985)

I/WE, Tao Mei, Ying-Qing Xu, Shipeng Li, Jinfeng Zhuang, Bo Zhang, Peng Xu, ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "User Behavior Model for Contextual Personalized Recommendation" ("APPLICATION"), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, 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).

Tao Mei:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

PATENT ASSIGNMENT

MS Docket No.: 331878.01  
(OC Docket No.: MS1-1150US)

Ying-Qing Xu:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Shipeng Li:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Jinfeng Zhuang:

*Jinfeng Zhuang*                      May-6-2011                      庄金峰  
\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Bo Zhang:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

Peng Xu:

\_\_\_\_\_  
Inventor's Signature                      Date                      Printed Name in Native Language

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

I/WE, Tao Mei, Ying-Qing Xu, Shipeng Li, Jinfeng Zhuang, Bo Zhang, Peng Xu, (“ASSIGNOR”), have invented subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “ User Behavior Model for Contextual Personalized Recommendation” (“APPLICATION”), which:

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number 22801, 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).

Tao Mei:

---

Inventor’s Signature

Date

Printed Name in Native Language

**PATENT ASSIGNMENT**

MS Docket No.: 331978.01  
(OC Docket No.: MS1-5150US)

Ying-Qing Xu:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Shipeng Li:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Jinfeng Zhuang:

---

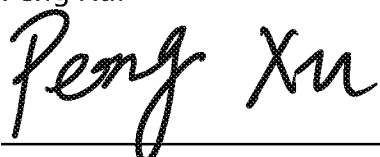
Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Bo Zhang:

---

Inventor's Signature	Date	Printed Name in Native Language
----------------------	------	---------------------------------

Peng Xu:

	01/04/2011	徐鹏
Inventor's Signature	Date	Printed Name in Native Language