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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

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

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:	13111132

CORRESPONDENCE DATA

Fax Number: (509)323-8979

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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

PATENT

REEL: 026777 FRAME: 0022

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Total Attachments: 10	
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MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

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:

\mathbb{Z}	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

04/01/2011

Printed Name in Native Language

MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

Ying-Qing Xu:		
Inventor's Signature	Date	Printed Name in Native Language
Shipeng Li:		
	Date	Printed Name in Native Language
Jinfeng Zhuang:		
Inventor's Signature	Date	Printed Name in Native Language
Bo Zhang:		
R	104/01/	/ ₂₉₁₁
Inventor's Signature	Date	Printed Name in Native Language
Peng Xu:		
	Date	Printed Name in Native Language

MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

I/WE, Tao Mei,	Ying-Qing Xu,	Shipeng Li, Ji	nfeng Zhuang	g, Bo Zhan	g, Peng Xu,
("ASSIGNOR"), have	ve invented sub	ject matter ("IN\	/ENTION") dise	closed and/	or claimed in
a patent applica	ition entitled "	User Behavior	Model for	Contextual	Personalized
Recommendation	" ("APPLICATION	N"), which:			
	will be filed wit	hout this execut	ed PATENT AS	SSIGNMENT.	ASSIGNOR
	hereby authoriz	zes, and request	s, ASSIGNEE'S	legal repres	entatives, of
	Lee & Hayes, Pl	LC, 601 W. Rive	rside Avenue,	Suite 1400,	Spokane,
		201, who are as:			-
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) this APPLICA ⁻			
	when known;				3 ,
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its successors and	-		<u>-</u>	-	
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the APPLICATION					
	-	execute all inst			•
the making and p					
litigation regarding			•		of protecting
and perfecting tit	le to the APPLIC	ATION (and APP	LICATION DEF	(IVATIVES).	
Tao Mei:					
Inventor's Signatu	ure	Date	Printed N	 lame in Nati	ve Language

MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

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Los	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

MS Docket No. <u>331978.01</u> (OC Docket No.: MS1-51500S)

I/WE, Tao Mei, Ying-Qing										
("ASSIGNOR"), have invented										
a patent application entitled "User Behavior Model for Contextual Personalize Recommendation" ("APPLICATION"), which: will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, or										
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							Washingto	n 99201, who are	associated with cus	tomer number
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filed) this APPLIC		n No. and filing date,							
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Microsoft Corp	oration, a Washins	gton Corporation, o	n behalf of itself and							
its successors and assigns ("	ASSIGNEE"), is ent	itled to, and is desir	rous of acquiring, the							
entire and exclusive rights, t	itle and interest in	the INVENTION an	d the APPLICATION							
(and all other applications ar	nd patents derived	therefrom, such as	continuing							
applications, in and for the U	Inited States, its b	erritories, and all fo	reign countries							
("APPLICATION DERIVATIVES"	"));									
For good and v	aluable considera	tion, the receipt of i	which is hereby							
acknowledged by the ASSIGN	IOR, the ASSIGNO	R hereby sells, assiç	yns and transfers to							
the ASSIGNEE, the entire and			the INVENTION and							
the APPLICATION (and APPLI										
and the second of the second o	oración de la Nasia New Section de la Se		cuments required for							
the making and prosecution										
litigation regarding letters pand perfecting title to the AP										
Tao Mei:										
·										
Inventor's Signature	Date	Printed Nan	ne in Native Language							

MS Docket No. <u>331978.01</u> (OC Docket No. <u>MS1-5150US</u>)

Ying-Qing Xu:		
Inventor's Signature	Date	Printed Name in Native Language
Shipeng Li:		
	\/ 6/ ≈11	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

Page 2 of 2

MS Docket No.: 331978.QL (OC Docket No.: <u>MS1-5150US)</u>

		, Jinfeng Zhuang, Bo Zhang, Peng Xu,						
("ASSICNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed is 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, ASSICNEE'S legal representatives, of Lee & Hayes, PLLC, 601 W. Riverside Avenue, Suite 1400, Spokane, Washington 99201, who are associated with customer number								
						22801, tr) insert here in par	enthesis (Application No
						filed when kno		CATION's Application No. and filing date,
was filed	as filed on and was given Application No							
is filed concurrently herewith;								
The state of the s		gton Corporation, on behalf of itself and						
its successors and assigns ("ASSIGNEE"), is emitted 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								
								그는 그들은 그 사람이 가장 하는 사람들이 가장 되었다. 그는 사람들은 그를 보고 있다.
						applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES");		
		ation, 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 APPI	LICATION DERIVATI	(VES);						
ASSIGNOR ag	rees to execute all	instruments and documents required for						
the making and prosecutio	n of the APPLICATI	ON (and APPLICATION DERIVATIVES), for						
litigation regarding letters	patent derived the	efrom, and for the purpose of protecting						
and perfecting title to the /	LPPLICATION (and)	APPLICATION DERIVATIVES).						
Tao Mei:								
Inventor's Signature		Printed Name in Native Language						

Page 1 of 2

MS Docket No 331978.01 (OC Docket No MS1-515005)

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:		3
Lindenes Zhwana	Nay-6-2011	立会峰
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

Page 2 of 2

MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

I/WE, Tao Mei, Ying	–Qing Xu, Shipeng I	Li, Jinfeng Zhuang, Bo Zhang, Peng Xu,				
("ASSIGNOR"), have in	vented subject matter	("INVENTION") disclosed and/or claimed in				
a patent application	entitled " User Beh	avior Model for Contextual Personalized				
Recommendation" ("A	PPLICATION"), which:					
will	be filed without this e	xecuted PATENT ASSIGNMENT. ASSIGNOR				
here	by authorizes, and rec	quests, ASSIGNEE'S legal representatives, of				
Lee	& Hayes, PLLC, 601 W.	Riverside Avenue, Suite 1400, Spokane,				
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	n known;	3,				
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	•	ington Corporation, on behalf of itself and				
	its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the					
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and perfecting title to	the APPLICATION (and	d APPLICATION DERIVATIVES).				
Tao Mei:						
	 Date	Printed Name in Native Language				

MS Docket No.: <u>331978.01</u> (OC Docket No.: <u>MS1-5150US</u>)

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:		
Yeng Xu	01/04/2011	徐 鹏
Inventor's Signature	Date	Printed Name in Native Language

Page 2 of 2 **PATENT REEL: 026777 FRAME: 0033**

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RECORDED: 08/19/2011