

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Nir Nice	09/02/2011
Dror Kremer	09/06/2011
Daniel Sitton	09/06/2011
Michael Feldman	09/08/2011
Shimon Shlevich	09/02/2011
Ori Folger	09/06/2011
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:	13229482
CORRESPONDENCE DATA	
Fax Number:	(425)936-7329
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Email:	vffiling@microsoft.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
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:	333325.01

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PATENT
REEL: 026938 FRAME: 0865

NAME OF SUBMITTER:

Girija Lourembam

Total Attachments: 6

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PATENT ASSIGNMENT

MS Docket No.: 333325.01

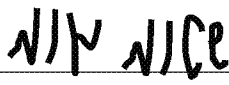
I/WE, Nir Nice, Dror Kremer, Daniel Sitton, Michael Feldman, Shimon Shlevich, and Ori Folger ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ADAPTIVE RECOMMENDATION SYSTEM" ("APPLICATION"), which:

- 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. 13/229,482 filed 09/09/2011) 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"));

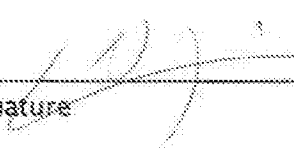
For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);


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>9/2/2011</u>
Inventor's Signature	Date
<u>Nir Nice</u>	<u>נִיר נֵיִס</u>
Printed Name in English	Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 333325.01

<u>Inventor's Signature</u> 	<u>Date</u> 9/6/2011
<u>Dror Kremer</u> Printed Name in English	<u>דור קרמר</u> Printed Name in Native Language (if other than English)

<u>Inventor's Signature</u> 	<u>Date</u> 9/6/2011
<u>Daniel Sitton</u> Printed Name in English	<u>דניאל סיטון</u> Printed Name in Native Language (if other than English)

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



2.9.2011

Inventor's Signature

Date

Shimon Shlevich

Printed Name in English

Printed Name in Native Language (if
other than English)

Inventor's Signature

Date

Ori Folger

Printed Name in English

Printed Name in Native Language (if
other than English)

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Inventor's Signature	Date
Nir Nice	
Printed Name in English	Printed Name in Native Language (if other than English)

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

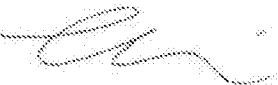
_____ Inventor's Signature	_____ Date
Daniel Sitton Printed Name in English	_____ Printed Name in Native Language (if other than English)

 _____ Inventor's Signature	Sep 8, 2011 _____ Date
Michael Feldman Printed Name in English	מִיכָאֵל פֶּלְדְּמָן _____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 333325.01

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

 _____ Inventor's Signature	2011-09-06 _____ Date
Ori Folger _____ Printed Name in English	אורי פולגר _____ Printed Name in Native Language (if other than English)