

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Joel R. Spiegel	08/22/2005
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Amazon Technologies, Inc.
<b>Street Address:</b>	P.O. Box 8102
<b>City:</b>	Reno
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89507
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11093507
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(949)760-9502
<b>Phone:</b>	949-721-2819
<b>Email:</b>	danielle.hart@kmob.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	KNOBBE, MARTENS, OLSON & BEAR LLP
<b>Address Line 1:</b>	2040 MAIN STREET, 14TH FLOOR
<b>Address Line 4:</b>	IRVINE, CALIFORNIA 92614
<b>ATTORNEY DOCKET NUMBER:</b>	SPARC.144A
<b>NAME OF SUBMITTER:</b>	Ronald J. Schoenbaum
<b>Total Attachments: 1</b> source=ASSIGNMENT_SPARC-144A#page1.tif	

CH \$40.00 11093507

501695592

**PATENT**  
**REEL: 027084 FRAME: 0653**

Application No.: 11/093,507  
Filing Date: March 30, 2005

PATENT  
Client Code: SPARC.144A  
Page 1

### ASSIGNMENT

WHEREAS, I, Joel R. Spiegel, a United States citizen, residing in Woodinville, Washington, have invented certain new and useful improvements in MINING OF USER EVENT DATA TO IDENTIFY USERS WITH COMMON INTERESTS for which I have filed an application for Letters Patent in the United States, on March 30, 2005 as Application No. 11/093,507;

AND WHEREAS, Amazon Technologies, Inc. (hereinafter "ASSIGNEE"), a Nevada Corporation, with its principal place of business at 920 Incline Way, Suite C, Incline Village, NV 89451, desires to acquire the entire right, title, and interest in and to the improvements and the Application:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, the inventor, do hereby acknowledge that I have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the improvements, and the application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and I hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for improvements to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I DO HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of the Letters Patent before or after issuance.

AND I HEREBY covenant and agree that I will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of August, 2005.

  
Joel R. Spiegel

\_\_\_\_\_  
Witness Name (Printed)

\_\_\_\_\_  
Witness Signature

1727261vns  
052405