

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>Charles D. Swan</td><td>10/11/2011</td></tr><tr><td>Zhuo Zhang</td><td>10/12/2011</td></tr><tr><td>Brent E. Edwards</td><td>10/11/2011</td></tr><tr><td>Mark E. Brighton</td><td>10/11/2011</td></tr></tbody></table>		Name	Execution Date	Charles D. Swan	10/11/2011	Zhuo Zhang	10/12/2011	Brent E. Edwards	10/11/2011	Mark E. Brighton	10/11/2011
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Charles D. Swan	10/11/2011										
Zhuo Zhang	10/12/2011										
Brent E. Edwards	10/11/2011										
Mark E. Brighton	10/11/2011										
RECEIVING PARTY DATA											
Name:	Amazon Technologies, Inc.										
Street Address:	PO Box 8102										
City:	Reno										
State/Country:	NEVADA										
Postal Code:	89507										
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>13247486</td></tr></tbody></table>		Property Type	Number	Application Number:	13247486						
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Application Number:	13247486										
CORRESPONDENCE DATA											
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ATTORNEY DOCKET NUMBER:	6500-24										
NAME OF SUBMITTER:	Susan E. Freedman										
Total Attachments: 6											

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PATENT
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Charles D. Swan
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Assignee:

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AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"SELECTING ADVERTISEMENTS BASED ON ADVERTISING REVENUE MODEL" for which:

- ☒ a non-provisional application for United States Letters Patent:
- ☒ was filed on September 28, 2011 and accorded U.S. Serial No. 13/247,486; or
- ☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of Myers Bigel Sibley &
Sajovec, P.A., associated with Customer No. 20792, to insert here in parenthesis (U.S.
Serial No. _____, filed _____) this APPLICATION's U.S.
Serial Number and filing date, when known.

WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

U.S. Patent Appln. No. 13/247,486
Filing Date September 28, 2011

Attorney Docket No. 6500-24
Client Docket No. REG130503 2011 PT

10/11/2011
DATE

Chh
Charles D. Swan

SIGNATURE WITNESSED BY:

Dated: 10/11/2011

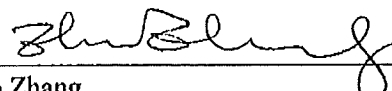
E. Lewis
Signature of Witness

EMILY LEWIS
Printed Name

U.S. Patent Appl. No. 13/247,486
Filing Date September 28, 2011

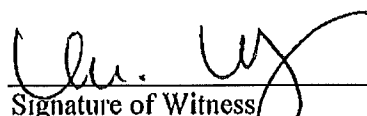
Attorney Docket No. 6500-24
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10/12/2011
DATE


Zhuo Zhang

SIGNATURE WITNESSED BY:

Dated: 10/12/11


Signature of Witness

Michelle Murphy
Printed Name

U.S. Patent Appln. No. 13/247,486
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Attorney Docket No. 6500-24
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11 OCTOBER 2011
DATE

Brent E. Edwards
Brent E. Edwards

SIGNATURE WITNESSED BY:

Dated: 10/11/11

Michelle Murphy
Signature of Witness

Michelle Murphy
Printed Name

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Mark E. Brighton
Mark E. Brighton

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Signature of Witness

Michelle Murphy
Printed Name