

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Trevor C. Armstrong	12/14/2011
David J. Jurenka	12/14/2011
Jeanie Michelle DuMont	12/14/2011
Michael L. Christian	12/14/2011
Todd Gordon Stevens	12/14/2011
Vernon W. Hui	12/14/2011
Ashish Gupta	12/14/2011
David W. Stevens	12/14/2011
Adam Lee Potratz	12/14/2011
Langdon Ward Beeck	12/14/2011

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:	13326960

CORRESPONDENCE DATA

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 Correspondent Name: GONZALEZ SAGGIO & HARLAN LLP C/O MICROSO

OP \$40.00 13326960

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ATTORNEY DOCKET NUMBER: 334326.01

NAME OF SUBMITTER: Albert S. Michalik

Total Attachments: 7
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I/WE, Trevor C. Armstrong, David J. Jurenka, Jeanie Michelle DuMont, Michael L. Christian, Todd Gordon Stevens, Vernon W. Hui, Ashish Gupta, David W. Stevens, Adam Lee Potratz and Langdon Ward Beeck ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Dynamic Personalized Program Content" ("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 39254, to insert here in parenthesis (Application No. 13/326,960, filed December 15, 2011) this APPLICATION's Application No. and filing date, when known;


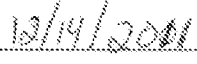
was filed on _____ and was given Application No. _____;

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).


	
Trevor C. Armstrong (Signature)	Date
Trevor Armstrong	
Printed Name in English	Printed Name in Native Language (if other than English)

_____	_____
David J. Jurenka (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

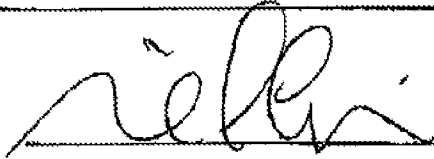
_____	_____
Jeanie Michelle DuMont (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

_____	_____
Michael L. Christian (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

_____ Trevor C. Armstrong (Signature)	_____ Date
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)


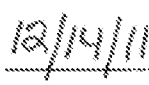
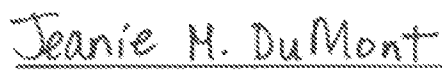
 _____ David J. Jurenka (Signature)	<u>12/14/11</u> _____ Date
<u>David J Jurenka</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Jeanie Michelle DuMont (Signature)	_____ Date
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

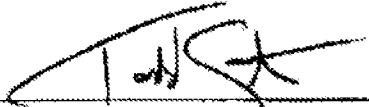
 _____ Michael L. Christian (Signature)	<u>12/14/2011</u> _____ Date
<u>Michael L Christian</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

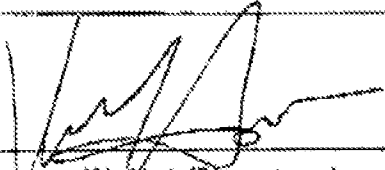
_____	_____
Trevor C. Armstrong (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

_____	_____
David J. Jurenka (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

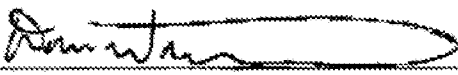
	
Jeanie Michelle DuMont (Signature)	Date
	_____
Printed Name in English	Printed Name in Native Language (if other than English)

_____	_____
Michael L. Christian (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

	12/14/2011
Todd Gordon Stevens (Signature)	Date
TODD STEVENS	Printed Name in Native Language (if other than English)
Printed Name in English	


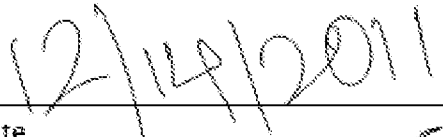
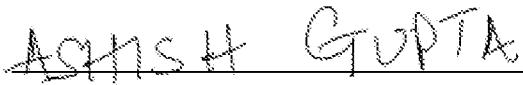
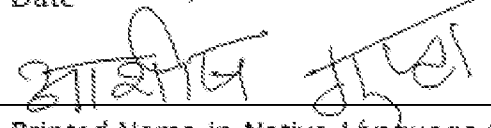
	12/14/2011
Vernon W. Hui (Signature)	Date
VERNON HUI	Printed Name in Native Language (if other than English)
Printed Name in English	

_____	_____
Ashish Gupta (Signature)	Date
_____	_____
Printed Name in English	Printed Name in Native Language (if other than English)

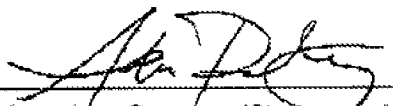
	12/14/11
David W. Stevens (Signature)	Date
David W Stevens	Printed Name in Native Language (if other than English)
Printed Name in English	


_____ Todd Gordon Stevens (Signature)	_____ Date
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Vernon W. Hui (Signature)	_____ Date
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

 _____ Ashish Gupta (Signature)	 _____ Date
 _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

_____ David W. Stevens (Signature)	_____ Date
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

 Adam Lee Potratz (Signature)	<u>12/14/11</u> Date
<u>Adam Potratz</u> Printed Name in English	 Printed Name in Native Language (if other than English)

 Langdon Ward Beeck (Signature)	<u>12/14/2011</u> Date
<u>LANGDON BEECK</u> Printed Name in English	 Printed Name in Native Language (if other than English)