

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Marc E. Mercuri</td> <td>12/16/2011</td> </tr> <tr> <td>James O. Tisdale</td> <td>12/12/2011</td> </tr> </tbody> </table>   |                       | Name          | Execution Date        | Marc E. Mercuri     | 12/16/2011        | James O. Tisdale | 12/12/2011 |                |            |              |       |
| Name  | Execution Date        |               |                       |                     |                   |                  |            |                |            |              |       |
| Marc E. Mercuri   | 12/16/2011            |               |                       |                     |                   |                  |            |                |            |              |       |
| James O. Tisdale  | 12/12/2011            |               |                       |                     |                   |                  |            |                |            |              |       |
| RECEIVING PARTY DATA  |                       |               |                       |                     |                   |                  |            |                |            |              |       |
| <table border="1"> <tr> <td>Name:</td> <td>Microsoft Corporation</td> </tr> <tr> <td>Street Address:</td> <td>One Microsoft Way</td> </tr> <tr> <td>City:</td> <td>Redmond</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98052</td> </tr> </table>   |                       | Name:         | Microsoft Corporation | Street Address:     | One Microsoft Way | City:            | Redmond    | State/Country: | WASHINGTON | Postal Code: | 98052 |
| Name:   | Microsoft Corporation |               |                       |                     |                   |                  |            |                |            |              |       |
| Street Address:   | One Microsoft Way     |               |                       |                     |                   |                  |            |                |            |              |       |
| City:   | Redmond               |               |                       |                     |                   |                  |            |                |            |              |       |
| State/Country:  | WASHINGTON            |               |                       |                     |                   |                  |            |                |            |              |       |
| Postal Code:  | 98052                 |               |                       |                     |                   |                  |            |                |            |              |       |
| 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>13330679</td> </tr> </tbody> </table>   |                       | Property Type | Number                | Application Number: | 13330679          |                  |            |                |            |              |       |
| Property Type   | Number                |               |                       |                     |                   |                  |            |                |            |              |       |
| Application Number:   | 13330679              |               |                       |                     |                   |                  |            |                |            |              |       |
| CORRESPONDENCE DATA   |                       |               |                       |                     |                   |                  |            |                |            |              |       |
| <p>Fax Number: (425)936-7329<br/>         Phone: 425-707-9382<br/>         Email: vffiling@microsoft.com<br/> <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Assal Meftahi<br/>         Address Line 1: One Microsoft Way<br/>         Address Line 2: Patent Group Docketing Dept<br/>         Address Line 4: Redmond, WASHINGTON 98052</p> |                       |               |                       |                     |                   |                  |            |                |            |              |       |
| NAME OF SUBMITTER:  | Garyma Saksena        |               |                       |                     |                   |                  |            |                |            |              |       |
| <p>Total Attachments: 4<br/>         source=333388-01-Executed-Assignment#page1.tif<br/>         source=333388-01-Executed-Assignment#page2.tif<br/>         source=333388-01-Executed-Assignment#page3.tif<br/>         source=333388-01-Executed-Assignment#page4.tif</p>   |                       |               |                       |                     |                   |                  |            |                |            |              |       |

PATENT

PATENT ASSIGNMENT

MS Docket No.: 333388.01

I/WE, Marc E. Mercuri and James O. Tisdale ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "AD-HOC USER AND DEVICE ENGAGEMENT PLATFORM" ("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. 13/330679, filed 12/20/2011) 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).

PATENT ASSIGNMENT

MS Docket No.: 333388.01

|                               |  |
|-------------------------------|--|
| <u>Marc E. Mercuri</u>        | 12/16/2011   |
| _____<br>Inventor's Signature | _____<br>Date  |
| <u>Marc E. Mercuri</u>        | _____  |
| Printed Name in English       | Printed Name in Native Language (if<br>other than English) |

|                               |  |
|-------------------------------|--|
| _____<br>Inventor's Signature | _____<br>Date  |
| <u>James O. Tisdale</u>       | _____  |
| Printed Name in English       | Printed Name in Native Language (if<br>other than English) |

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Inventor's Signature

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Date

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Marc E. Mercuri


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Printed Name in English

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Printed Name in Native Language (if  
other than English)

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Inventor's Signature

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Date

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12/12/2011

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James O. Tisdale

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Printed Name in English

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Printed Name in Native Language (if  
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