

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| 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>Jason G. McHugh</td> <td>01/03/2012</td> </tr> <tr> <td>Beryl Tomay</td> <td>01/03/2012</td> </tr> <tr> <td>Daniel Bibireata</td> <td>12/14/2011</td> </tr> </tbody> </table> | | Name | Execution Date | Jason G. McHugh | 01/03/2012 | Beryl Tomay | 01/03/2012 | Daniel Bibireata | 12/14/2011 | | |
| Name | Execution Date | | | | | | | | | | |
| Jason G. McHugh | 01/03/2012 | | | | | | | | | | |
| Beryl Tomay | 01/03/2012 | | | | | | | | | | |
| Daniel Bibireata | 12/14/2011 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td>Amazon Technologies, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>PO Box 8102</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89507</td> </tr> </table> | | Name: | Amazon Technologies, Inc. | Street Address: | PO Box 8102 | City: | Reno | State/Country: | NEVADA | Postal Code: | 89507 |
| 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>13306743</td> </tr> </tbody> </table> | | Property Type | Number | Application Number: | 13306743 | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 13306743 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: | (415)814-6165 | | | | | | | | | | |
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| Email: | heather.armstrong@novakdruce.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: | Novak Druce + Quigg LLP | | | | | | | | | | |
| Address Line 1: | 555 Mission Street | | | | | | | | | | |
| Address Line 2: | 34th Floor | | | | | | | | | | |
| Address Line 4: | San Francisco, CALIFORNIA 94105 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 20346.0166.NPUS00 | | | | | | | | | | |
| NAME OF SUBMITTER: | Heather Armstrong | | | | | | | | | | |
| Total Attachments: 5 | | | | | | | | | | | |

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Jason G. McHugh
410 Terry Ave North
Seattle, Washington 98109-5210

Beryl Tomay
410 Terry Ave North
Seattle, Washington 98109-5210

Daniel Bibireata
410 Terry Ave North
Seattle, Washington 98109-5210

Assignee:

Amazon Technologies, Inc.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"ARCHITECTURES FOR CONTENT IDENTIFICATION" for which:

a non-provisional application for United States Letters Patent:

was filed on November 29, 2011 and accorded U.S. Serial No. 13/306,743; or

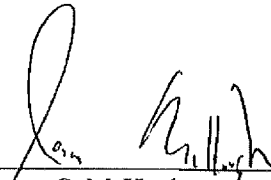
will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of NOVAK DRUCE +
QUIGG LLP, 555 Mission Street, Thirty-Fourth Floor, San Francisco, California 94105,
(415) 814-6161, associated with Customer No. 65761, to insert here in 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;

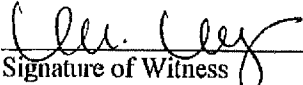
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, said application 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, any provisional applications or other domestic or foreign applications or documents setting forth the invention and to which this application claims priority, 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.

1/3/2012
Date


Jason G. McHugh

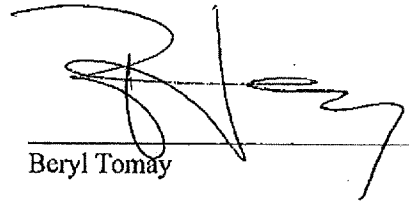
SIGNATURE WITNESSED BY:

Dated: 1/3/2012


Signature of Witness


Michelle Mumony
Printed Name

1/3/2012
Date


Beryl Tomay

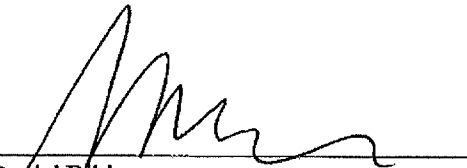
SIGNATURE WITNESSED BY:

Dated: 1/3/2012


Signature of Witness

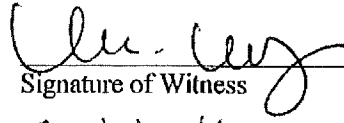
Michelle Murphy
Printed Name

12/14/2011
Date


Daniel Bibireata

SIGNATURE WITNESSED BY:

Dated: 12/14/2011


Signature of Witness
Michelle Murphy
Printed Name