

## 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		
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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
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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>13306720</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13306720						
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Application Number:	13306720										
CORRESPONDENCE DATA											
Fax Number:	(415)814-6165										
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<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
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ATTORNEY DOCKET NUMBER:	20346.0165.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. 13/306,720; or

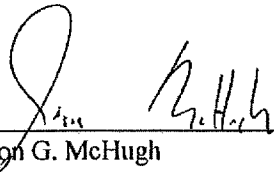
will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE’S legal representatives, of NOVAK DRUCE + QUIGG LLP, 555 Mission Street, Thirty-Fourth Floor, San Francisco, California 94105, (415) 814-6161, associated with Customer No. 65761, to insert here in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

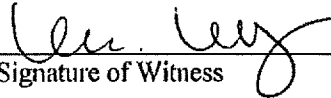
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, said application 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

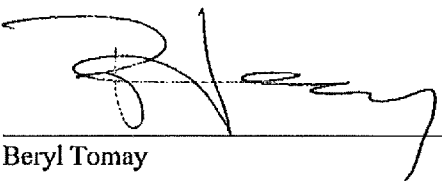
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Dated: 1/3/2012

  
Signature of Witness

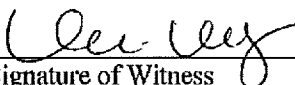
Michelle Murphy  
Printed Name

1/3/2012  
Date

  
Beryl Tomay

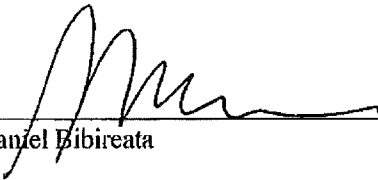
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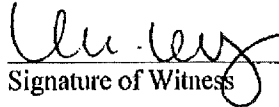
Michelle Murphy  
Printed Name

12/14/2011  
Date

  
Daniel Bibireata

SIGNATURE WITNESSED BY:

Dated: 12/14/2011

  
Signature of Witness

Michelle Murphy  
Printed Name