

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>Jeremy Brian Hanni</td> <td>01/23/2012</td> </tr> <tr> <td>Sanjay Govindrao Kulkarni</td> <td>01/23/2012</td> </tr> <tr> <td>Soumyadip Banerjee</td> <td>01/23/2012</td> </tr> <tr> <td>Pejus Manoj Das</td> <td>01/23/2012</td> </tr> <tr> <td>Huang-Chun Yu</td> <td>01/23/2012</td> </tr> <tr> <td>Andrew Powell McGoogan</td> <td>01/23/2012</td> </tr> <tr> <td>Christopher E. Browder</td> <td>01/23/2012</td> </tr> <tr> <td>Shaun M. Vickers</td> <td>01/23/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jeremy Brian Hanni	01/23/2012	Sanjay Govindrao Kulkarni	01/23/2012	Soumyadip Banerjee	01/23/2012	Pejus Manoj Das	01/23/2012	Huang-Chun Yu	01/23/2012	Andrew Powell McGoogan	01/23/2012	Christopher E. Browder	01/23/2012	Shaun M. Vickers	01/23/2012
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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>13347960</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13347960														
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Application Number:	13347960																		
CORRESPONDENCE DATA																			
Fax Number:	(404)815-1700																		
Phone:	4048151900																		
Email:	docketing@hbhlawfirm.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:	Hope Baldauff Hartman																		
Address Line 1:	1720 Peachtree St., NW, Ste. 1010																		
Address Line 4:	Atlanta, GEORGIA 30309																		

OP \$40.00 13347960

ATTORNEY DOCKET NUMBER:	REG137467/60082.0078US01
NAME OF SUBMITTER:	Leonard J. Hope
<p>Total Attachments: 11</p> <p>source=REG137467_Assignment_signed#page1.tif</p> <p>source=REG137467_Assignment_signed#page2.tif</p> <p>source=REG137467_Assignment_signed#page3.tif</p> <p>source=REG137467_Assignment_signed#page4.tif</p> <p>source=REG137467_Assignment_signed#page5.tif</p> <p>source=REG137467_Assignment_signed#page6.tif</p> <p>source=REG137467_Assignment_signed#page7.tif</p> <p>source=REG137467_Assignment_signed#page8.tif</p> <p>source=REG137467_Assignment_signed#page9.tif</p> <p>source=REG137467_Assignment_signed#page10.tif</p> <p>source=REG137467_Assignment_signed#page11.tif</p>	

U.S. Patent Appln. No. 13/347,960
Filing Date January 11, 2012

Attorney Docket No. 60082.0078US01
Client Docket No. REG137467 2011 PT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Jeremy Brian Hanni
410 Terry Avenue North
Seattle, WA 98109-5210

Sanjay Govindrao Kulkarni
410 Terry Avenue North
Seattle, WA 98109-5210

Soumyadip Banerjee
410 Terry Avenue North
Seattle, WA 98109-5210

Pejus Manoj Das
410 Terry Avenue North
Seattle, WA 98109-5210

Huang-Chun Yu
410 Terry Avenue North
Seattle, WA 98109-5210

Andrew Powell McGoogan
410 Terry Avenue North
Seattle, WA 98109-5210

Christopher E. Browder
410 Terry Avenue North
Seattle, WA 98109-5210

Shaun M. Vickers
410 Terry Avenue North
Seattle, WA 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
“Marketplace Product Catalog Layering” for which:

☒ a non-provisional application for United States Letters Patent:

☒ was filed on January 11, 2012 and accorded U.S. Serial No. 13/347,960; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE’S legal representatives, of
HOPE BALDAUFF HARTMAN, LLC at 1720 Peachtree Street, N.W., Suite 1010,
Atlanta, Georgia 30309, associated with Customer No. 53377, 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;

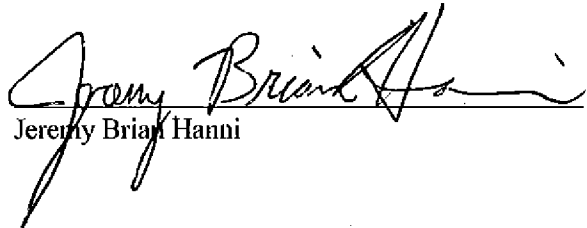
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is
hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors
and assigns, the entire right, title and interest in and to said invention and improvements, said application
and any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

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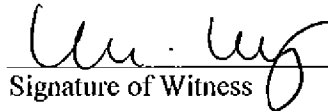
1-23-12
DATE



Jeremy Brian Hanni

SIGNATURE WITNESSED BY:

Dated: 1/23/12



Signature of Witness

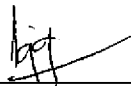
Michelle Murphy

Printed Name

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Sanjay Govindrao Kulkarni

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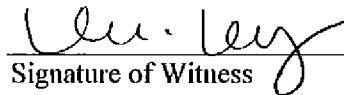
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Soumyadip Banerjee

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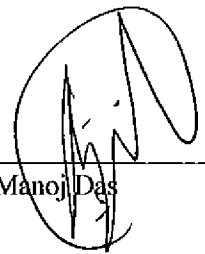

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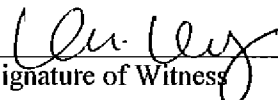
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Pejus Manoj Das

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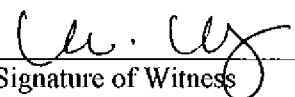
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Huang-Chun Yu

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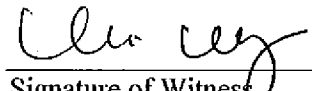
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Andrew Powell McGoogan

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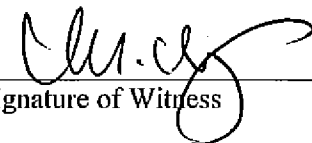
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Christopher E. Browder

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Shaun M. Vickers
Shaun M. Vickers

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Dated: 1/23/2012

Ch. Vey
Signature of Witness

Michelle Murphy
Printed Name