

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>Yingnong Dang</td> <td>11/02/2011</td> </tr> <tr> <td>Sergio Paolantonio</td> <td>11/02/2011</td> </tr> <tr> <td>Xiumin Lin</td> <td>11/02/2011</td> </tr> <tr> <td>Dongmei Zhang</td> <td>11/02/2011</td> </tr> <tr> <td>Xiang Cao</td> <td>11/01/2011</td> </tr> </tbody> </table>		Name	Execution Date	Yingnong Dang	11/02/2011	Sergio Paolantonio	11/02/2011	Xiumin Lin	11/02/2011	Dongmei Zhang	11/02/2011	Xiang Cao	11/01/2011
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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>89507</td> </tr> </table>		Name:	Microsoft Corporation	Street Address:	One Microsoft Way	City:	Redmond	State/Country:	WASHINGTON	Postal Code:	89507		
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<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13347546</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13347546								
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Application Number:	13347546												
CORRESPONDENCE DATA													
<p>Fax Number: (509)323-8979 Phone: 5099444790 Email: shani@leehayes.com <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: Lee & Hayes, PLLC Address Line 1: 601 W Riverside Ave, Suite 1400 Address Line 4: Spokane, WASHINGTON 99201</p>													
ATTORNEY DOCKET NUMBER:	MS1-5197US												
NAME OF SUBMITTER:	Shani D. Hoke												

OP \$40.00 13347546

Total Attachments: 4

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PATENT

REEL: 028112 FRAME: 0439

PATENT ASSIGNMENT MS Docket No.: 333870.01

Attorney Docket No.: MSI-5197US


I/WE, Yingnong Dang, Sergio Paolantonio, Xiang Cao, Xiumin Lin, Dongmei Zhang, ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "CONSUMPTION OF CONTENT WITH REACTIONS OF AN INDIVIDUAL" ("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 22801, to insert here in parenthesis (Application No. 13/347,546, filed 01/10/2012) 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);

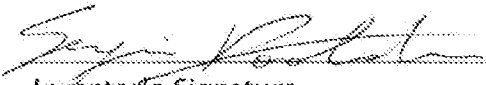
ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

	<u>2011/11/2</u>
Inventor's Signature	Date
<u>Yingnong Dang</u>	<u>党映农</u>
Printed Name in English	Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT


MS Docket No.: 333870.01

Attorney Docket No.: MS1-5197US

	<u>2011/11/02</u>
Inventor's Signature	Date
<u>Sergio Paolantonio</u>	<u>SERGIO PAOLANTONIO</u>
Printed Name in English	Printed Name in Native Language (if other than English)

Inventor's Signature	Date
<u>Xiang Cao</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

	<u>2011/11/02</u>
Inventor's Signature	Date
<u>Xiumin Lin</u>	<u>林秀敏</u>
Printed Name in English	Printed Name in Native Language (if other than English)

	<u>2011/11/12</u>
Inventor's Signature	Date
<u>Dongmei Zhang</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

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_____ Inventor's Signature	_____ Date
_____ Yingnong Dang Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Sergio Paolantonio</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

 Inventor's Signature	<u>1 Nov 2011</u> Date
<u>Xiang Cao</u> Printed Name in English	<u>曹翔</u> Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Xiumin Lin</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
<u>Dongmei Zhang</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)