

## 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>Mahendra M. Chheda</td> <td>03/21/2012</td> </tr> </tbody> </table>		Name	Execution Date	Mahendra M. Chheda	03/21/2012						
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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>P.O. 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:	P.O. Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507
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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number:	(415)576-0300										
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ATTORNEY DOCKET NUMBER:	90204-827460										
NAME OF SUBMITTER:	Jamie Vrsek										
Total Attachments: 3 source=ASSGN#page1.tif source=ASSGN#page2.tif source=ASSGN#page3.tif											

OP \$40.00 13426409

PATENT

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Mahendra M. Chheda  
410 Terry Ave North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
P.O. Box 8102  
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"ONTOLOGY BASED CUSTOMER SUPPORT TECHNIQUES" for which:

a non-provisional application for United States Letters Patent:

was filed on \_\_\_\_\_ and accorded U.S. Serial No. \_\_\_\_\_; or

will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby authorizes and requests ASSIGNEE'S legal representatives, of KILPATRICK TOWNSEND & STOCKTON LLP, Two Embarcadero Center, Eighth Floor, San Francisco, California 94111-3834, (925) 472-5000, associated with Customer No. 20350, to insert here in parenthesis (U.S. Serial No. 13/426,409, filed March 21, 2012) this APPLICATION's U.S. Serial Number and filing date, when known.

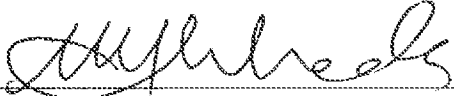
WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign 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.

U.S. Patent Appln. No. 13/426,409  
Filing Date March 21, 2012

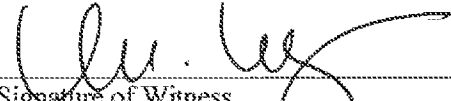
Attorney Docket No. 90204-827460 (036200US)  
Client Docket No. P3771

Mar 21, 2012  
Date

  
Mahendra M. Chheda

SIGNATURE WITNESSED BY:

Dated: 3/21/2012

  
Signature of Witness

Michelle Murphy  
Printed Name