

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>Jonathan A. Jenkins</td> <td>04/04/2012</td> </tr> <tr> <td>Peter F. Hill</td> <td>04/14/2012</td> </tr> <tr> <td>Brett R. Taylor</td> <td>04/04/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jonathan A. Jenkins	04/04/2012	Peter F. Hill	04/14/2012	Brett R. Taylor	04/04/2012		
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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											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13430514</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13430514						
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CORRESPONDENCE DATA											
<p>Fax Number: (949)760-9502</p> <p>Phone: 949-760-0404</p> <p>Email: efilng@knobbe.com</p> <p><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: Knobbe, Martens, Olson & Bear, LLP</p> <p>Address Line 1: 2040 Main Street</p> <p>Address Line 2: 14th Floor</p> <p>Address Line 4: Irvine, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	SEAZN.671A										
NAME OF SUBMITTER:	Mauricio Uribe										
Total Attachments: 5											

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignors:

Jonathan A. Jenkins
410 Terry Avenue North
Seattle, WA 98109-5210

Peter F. Hill
410 Terry Avenue North
Seattle, WA 98109-5210

Brett R. Taylor
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

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

AGREEMENT

WHEREAS, ASSIGNORS (listed above) are inventors of an invention(s) in the patent application entitled "CONTENT SELECTION BASED ON TARGET DEVICE CHARACTERISTICS" for which:

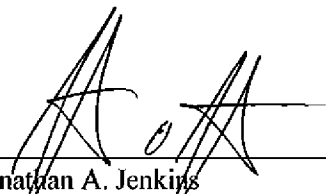
- ☒ a non-provisional application for United States Letters Patent:
- ☒ was filed on March 26, 2012, and accorded U.S. Serial No. 13/430,514; or
- ☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize and request ASSIGNEE'S legal representatives, of Knobbe Martens Olson & Bear LLP, associated with Customer No. 79,502, to insert here in parenthesis (U.S. Serial No. _____, filed _____) this APPLICATION'S U.S. Serial Number and filing date, when known.

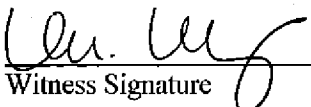
WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Nevada having a place of business at P.O. Box 8102, Reno, Nevada 89507, is desirous of

acquiring the entire right, title and interest in and to the invention(s) and in and to any letters patent that may be granted therefore 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, ASSIGNORS hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention(s) and improvements, said application and any and all letters patent which may be granted for said invention(s) 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(s), application and all letters patent on said invention(s) 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 ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention(s) to ASSIGNEE. ASSIGNORS 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(s), for litigation regarding said letters patent, or for the purpose of protecting title to said invention(s) or letters patent therefor.


4/4/2012
Date


Jonathan A. Jenkins


WITNESS: 
Witness Signature

Michelle Murphy 4/4/12
Printed Name and Date

4/14/2012
Date


Peter F. Hill

WITNESS:


Witness Signature

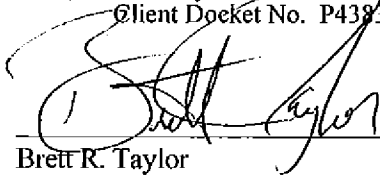
Michelle Murphy 4/14/12
Printed Name and Date

U.S. Patent App. 13/430,514
Filing Date: March 26, 2012


4/4/12

Date

Attorney Docket No. SEAZN.671A
Client Docket No. P4383


Brett R. Taylor

WITNESS:


Witness Signature

Michelle Murphy 4/4/12
Printed Name and Date

12895866 cc/tmm 030712