

## 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>Francislav P. Penov</td> <td>04/03/2012</td> </tr> <tr> <td>Aaron Michael Donsbach</td> <td>04/03/2012</td> </tr> <tr> <td>Geoffrey Scott Heller</td> <td>04/03/2012</td> </tr> <tr> <td>Kenneth M. Karakotsios</td> <td>04/09/2012</td> </tr> <tr> <td>Daniel Bibireata</td> <td>04/03/2012</td> </tr> <tr> <td>Kah Kuen Fu</td> <td>04/11/2012</td> </tr> <tr> <td>Richard Howard Suplee III</td> <td>04/24/2012</td> </tr> <tr> <td>Timothy Youngjin Sohn</td> <td>05/01/2012</td> </tr> </tbody> </table>		Name	Execution Date	Francislav P. Penov	04/03/2012	Aaron Michael Donsbach	04/03/2012	Geoffrey Scott Heller	04/03/2012	Kenneth M. Karakotsios	04/09/2012	Daniel Bibireata	04/03/2012	Kah Kuen Fu	04/11/2012	Richard Howard Suplee III	04/24/2012	Timothy Youngjin Sohn	05/01/2012
Name	Execution Date																		
Francislav P. Penov	04/03/2012																		
Aaron Michael Donsbach	04/03/2012																		
Geoffrey Scott Heller	04/03/2012																		
Kenneth M. Karakotsios	04/09/2012																		
Daniel Bibireata	04/03/2012																		
Kah Kuen Fu	04/11/2012																		
Richard Howard Suplee III	04/24/2012																		
Timothy Youngjin Sohn	05/01/2012																		
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								
Name:	Amazon Technologies, Inc.																		
Street Address:	PO Box 8102																		
City:	Reno																		
State/Country:	NEVADA																		
Postal Code:	89507																		
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>13431079</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13431079														
Property Type	Number																		
Application Number:	13431079																		
CORRESPONDENCE DATA																			
Fax Number:	(415)814-6165																		
Phone:	(415) 814-6161																		
Email:	heather.armstrong@novakdruce.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:	Novak Druce + Quigg LLP																		
Address Line 1:	555 Mission Street																		
Address Line 2:	34th Floor																		
Address Line 4:	San Francisco, CALIFORNIA 94105																		

OP \$40.00 13431079

PATENT

ATTORNEY DOCKET NUMBER:	20346.0195.NPUS00
NAME OF SUBMITTER:	Heather Armstrong
<p><b>Total Attachments: 11</b></p> <p>source=2012-05-23-Assignment-20346_0195_NPUS00#page1.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page2.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page3.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page4.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page5.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page6.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page7.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page8.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page9.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page10.tif source=2012-05-23-Assignment-20346_0195_NPUS00#page11.tif</p>	

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Francislav P. Penov  
410 Terry Ave North  
Seattle, Washington 98109-5210

Aaron Michael Donsbach  
410 Terry Ave North  
Seattle, Washington 98109-5210

Geoffrey Scott Heller  
410 Terry Ave North  
Seattle, Washington 98109-5210

Kenneth M. Karakotsios  
410 Terry Ave North  
Seattle, Washington 98109-5210

Daniel Bibireata  
410 Terry Ave North  
Seattle, Washington 98109-5210

Kah Kuen Fu  
410 Terry Ave North  
Seattle, Washington 98109-5210

Richard Howard Suplee III  
410 Terry Ave North  
Seattle, Washington 98109-5210

Timothy Youngjin Sohn  
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

“USER-GUIDED OBJECT IDENTIFICATION” for which:

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

☒ was filed on March 27, 2012 and accorded U.S. Serial No. 13/431,079; 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;

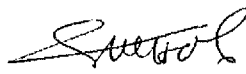
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, said application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

U.S. Patent Appln. No. 13/431,079  
Filing Date March 27, 2012

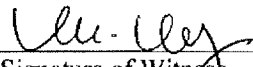
Attorney Docket No. 20346.0195.NPUS00  
Client Docket No. REG131150 2011 PT

04/03/2012  
Date

  
Francislav P. Penov

SIGNATURE WITNESSED BY:

Dated: 4/03/2012

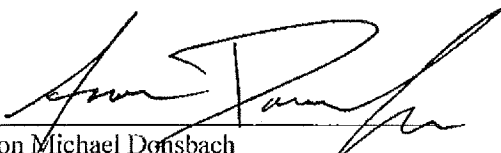
  
Signature of Witness

Michelle Murphy  
Printed Name

U.S. Patent Appln. No. 13/431,079  
Filing Date March 27, 2012

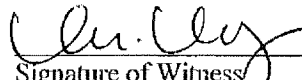
Attorney Docket No. 20346.0195.NPUS00  
Client Docket No. REG131150 2011 PT

Date 4/3/2012

  
Aaron Michael Donsbach

SIGNATURE WITNESSED BY:

Dated: 4/3/2012

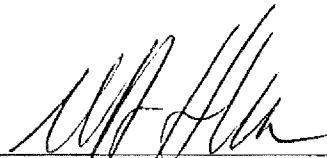
  
Signature of Witness

Michelle Murphy  
Printed Name

U.S. Patent Appln. No. 13/431,079  
Filing Date March 27, 2012

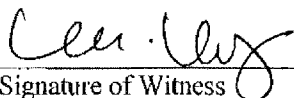
Attorney Docket No. 20346.0195.NPUS00  
Client Docket No. REG131150 2011 PT

4/3/2012  
Date

  
Geoffrey Scott Heller

SIGNATURE WITNESSED BY:

Dated: 4/3/2012

  
Signature of Witness

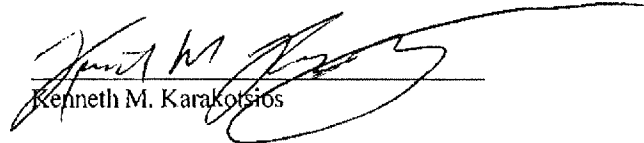
Michelle Murphy  
Printed Name



U.S. Patent Appln. No. 13/431,079  
Filing Date March 27, 2012

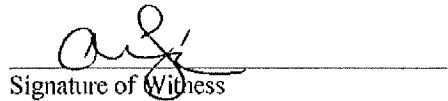
Attorney Docket No. 20346.0195.NPUS00  
Client Docket No. REG131150 2011 PT

4/9/12  
Date

  
Kenneth M. Karakotsios

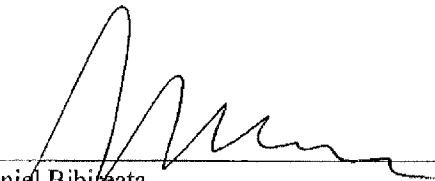
SIGNATURE WITNESSED BY:

Dated: 4/9/12

  
Signature of Witness

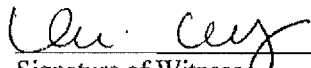
Aleksandra Lopez  
Printed Name

4/3/2012  
Date

  
Daniel Bibiceata

SIGNATURE WITNESSED BY:

Dated: 4/3/2012

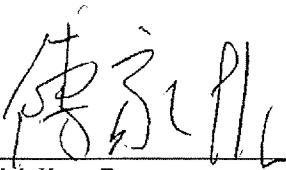
  
Signature of Witness

Michelle Murphy  
Printed Name

U.S. Patent Appln. No. 13/431,079  
Filing Date March 27, 2012


Attorney Docket No. 20346.0195.NPUS00  
Client Docket No. REG131150 2011 PT

April 11<sup>th</sup>, 2012  
Date

  
Kah Kuen Fu

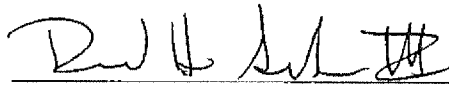
SIGNATURE WITNESSED BY:

Dated: 4/11/12

  
Signature of Witness

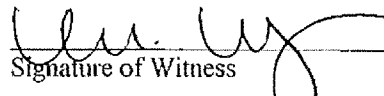
Aleksandra Lopez  
Printed Name

4-24-12  
Date

  
Richard Howard Suplee III


SIGNATURE WITNESSED BY:

Dated: 4/24/12

  
Signature of Witness  
Michelle Murphy  
Printed Name

5/1/12


Date



Timothy Youngjin Sohn

SIGNATURE WITNESSED BY:

Dated: 5/1/12



Signature of Witness

Candy Sohn

Printed Name