

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Douglas Hwang	06/21/2012
RECEIVING PARTY DATA	
Name:	Audible, Inc.
Street Address:	1 Washington Park
Internal Address:	16th Floor
City:	Newark
State/Country:	NEW JERSEY
Postal Code:	07102
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13465871
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Address Line 4:	Irvine, CALIFORNIA 92614
ATTORNEY DOCKET NUMBER:	ADBLE.038A2
NAME OF SUBMITTER:	Kevin K. McNish
Total Attachments: 3 source=assign038A2#page1.tif source=assign038A2#page2.tif source=assign038A2#page3.tif	

OP \$40.00 13465871

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

**Assignors:**

Douglas Hwang  
1 Washington Park – 16<sup>th</sup> Floor  
Newark, NJ 07102

**Assignee:**

Audible, Inc.  
1 Washington Park – 16<sup>th</sup> Floor  
Newark, NJ 07102

**AGREEMENT**

WHEREAS, ASSIGNORS (listed above) are inventors of an invention(s) in the patent application entitled “CONTENT CUSTOMIZATION” for which:

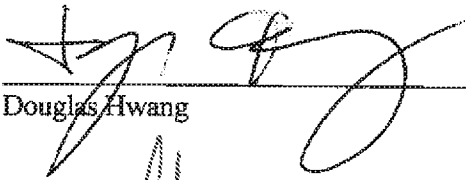
- a non-provisional application for United States Letters Patent;
- was filed on May 7, 2012 and accorded U.S. Serial No. 13/465853; or
- will be filed without this executed PATENT ASSIGNMENT. ASSIGNORS hereby authorize and request ASSIGNEE’S legal representatives, of Knobbe Martens Olson & Bear LLP, 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, Audible, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 1 Washington Park – 16<sup>th</sup> Floor, Newark, NJ 07102, 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.

06/21/12  
Date

  
Douglas Hwang

WITNESS:

  
Witness Signature

NAY ANNA (06/21/12)  
Printed Name and Date

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