

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>Qiang Wu</td> <td>07/10/2012</td> </tr> <tr> <td>Syed Muhammad Mujahid Hassan</td> <td>07/10/2012</td> </tr> <tr> <td>Jiayuan Huang</td> <td>07/10/2012</td> </tr> <tr> <td>Sadi Khan</td> <td>06/29/2012</td> </tr> <tr> <td>Yi Mao</td> <td>06/29/2012</td> </tr> </tbody> </table>		Name	Execution Date	Qiang Wu	07/10/2012	Syed Muhammad Mujahid Hassan	07/10/2012	Jiayuan Huang	07/10/2012	Sadi Khan	06/29/2012	Yi Mao	06/29/2012
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Sadi Khan	06/29/2012												
Yi Mao	06/29/2012												
RECEIVING PARTY DATA													
Name:	Microsoft Corporation												
Street Address:	One Microsoft Way												
City:	Redmond												
State/Country:	WASHINGTON												
Postal Code:	98052												
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>13532194</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13532194								
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Application Number:	13532194												
CORRESPONDENCE DATA													
Fax Number:	(425)936-7329												
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<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:	Assal Meftahi												
Address Line 1:	One Microsoft Way												
Address Line 2:	Patent Group Docketing Dept												
Address Line 4:	Redmond, WASHINGTON 98052												
ATTORNEY DOCKET NUMBER:	336144.02												
NAME OF SUBMITTER:	Girija Lourembam												

CH \$40.00 13532194

Total Attachments: 9

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PATENT ASSIGNMENT

MS Docket No.: 336144.02

WE, Qiang Wu, Syed Muhammad Mujahid Hassan, Jiayuan Huang, Sadi Khan, and Yi Mao ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "Annotating Personalized Recommendations" ("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 ⁶⁹³¹⁶_____ , to insert here in parenthesis (Application No. 13/532194 , filed 25 June 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).

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_____ Inventor's Signature	7/10/2012 _____ Date
Qiang Wu _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

_____ Inventor's Signature	_____ Date
Syed Muhammad Mujahid Hassan _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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

	
_____ Inventor's Signature	6/29/2012 _____ Date
Sadi Khan _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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

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

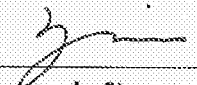
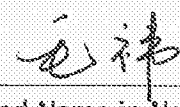
 _____ Inventor's Signature	<u>07/10/2012</u> _____ Date
<u>Syed Muhammad Mujahid Hassan</u> Printed Name in English	 _____ Printed Name in Native Language (if other than English)

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