

## 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>Avi A. Levitan</td> <td>11/17/2009</td> </tr> <tr> <td>Jin Yi</td> <td>11/17/2009</td> </tr> </tbody> </table>		Name	Execution Date	Avi A. Levitan	11/17/2009	Jin Yi	11/17/2009				
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Avi A. Levitan	11/17/2009										
Jin Yi	11/17/2009										
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>12622242</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12622242						
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CORRESPONDENCE DATA											
<p>Fax Number: 9497609502          Phone: 949-721-2819          Email: danielle.hart@kmob.com  <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 &amp; BEAR LLP          Address Line 1: 2040 MAIN STREET, 14TH FLOOR          Address Line 4: IRVINE, CALIFORNIA 92614</p>											
ATTORNEY DOCKET NUMBER:	ZNET.301A2										
NAME OF SUBMITTER:	Ronald J. Schoenbaum										
<p>Total Attachments: 4          source=ASSIGNMENT-ZNET-301A2#page1.tif          source=ASSIGNMENT-ZNET-301A2#page2.tif          source=ASSIGNMENT-ZNET-301A2#page3.tif          source=ASSIGNMENT-ZNET-301A2#page4.tif</p>											

CH \$40.00 12622242

U.S. Patent App. No. 12/622,242

Attorney Docket No. ZNET.301A2

Filing Date November 19, 2009

Client Docket No. REG91541 2009 PT

## **PATENT ASSIGNMENT**

### **PARTIES TO THE ASSIGNMENT**

#### **Assignors:**

Avi A. Levitan  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Jin Yi  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

#### **Assignee:**

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

### **AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
“SYSTEM FOR RECOMMENDING ITEM BUNDLES” for which:

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

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

☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE’S legal representatives, of Knobbe, Martens, Olson  
& Bear, LLP, associated with Customer No. 20995, to insert here in parenthesis (U.S.  
Serial No. 12/622,242, filed November 19, 2009 ) 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 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, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, 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, 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 therefore.

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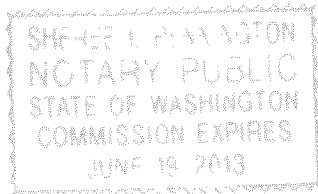
11/17/2009  
Date

Avi A. Levitan  
Avi A. Levitan

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that AVI A. LEVITAN is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 11-17-2009

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

U.S. Patent App. No. 12/622,242

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Jin Yi

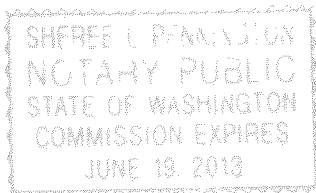
State of Washington )

) ss:

County of King )

I certify that I know or have satisfactory evidence that JIN YI is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.

(Seal)



Dated 11-17-2009

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

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