

## 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>Adam Carlson</td> <td>12/18/2009</td> </tr> <tr> <td>Nicole A. Deflaux</td> <td>01/06/2010</td> </tr> <tr> <td>Joseph C. Lee</td> <td>12/17/2009</td> </tr> <tr> <td>Brian A. Ecker</td> <td>01/15/2010</td> </tr> </tbody> </table>		Name	Execution Date	Adam Carlson	12/18/2009	Nicole A. Deflaux	01/06/2010	Joseph C. Lee	12/17/2009	Brian A. Ecker	01/15/2010
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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>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
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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>12575386</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12575386						
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CORRESPONDENCE DATA											
<p>Fax Number: 4158146165          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></p> <p>Correspondent Name: Novak Druce + Quigg LLP          Address Line 1: 555 Mission Street          Address Line 2: 34th Floor          Address Line 4: San Francisco, CALIFORNIA 94105</p>											
ATTORNEY DOCKET NUMBER:	20348.0005.NPUS00										
NAME OF SUBMITTER:	Heather Armstrong										

OP \$40.00 12575386

**Total Attachments: 6**

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**PATENT**

**REEL: 028764 FRAME: 0933**

**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

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

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

Joseph C. Lee  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

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

Assignee:

Amazon Technologies, Inc.  
PO Box 8102  
Reno, NV 89507

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"RESTRICTED IN SITU PREVIEWS FOR ELECTRONIC ADVERTISING" for which:

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

☒ was filed on October 7, 2009 and accorded U.S. Serial No. 12/575,386; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of TOWNSEND and  
TOWNSEND and CREW LLP, Two Embarcadero Center, Eighth Floor, San Francisco,  
California 94111-3834, (925) 472-5000, associated with Customer No. 20350, 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.

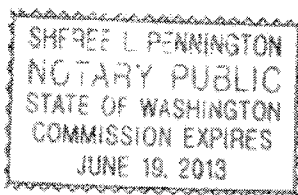
12/18/2009  
Date

Adam Carlson  
Adam Carlson

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that ADAM CARLSON 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 12-18-2009  
Signature of Notary Public Sherree L. Pennington  
Printed Name SHERREE L. PENNINGTON  
My commission expires 6-19-2013

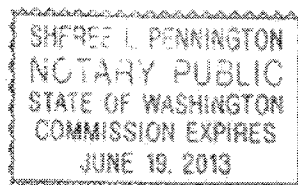
01/06/2010  
Date

Nicole A. Deflaux  
Nicole A. Deflaux

State of Washington )  
County of King ) ss:  
)

I certify that I know or have satisfactory evidence that NICOLE A. DEFLAUX 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 1-6-2010

Signature of Notary Public Sherree L. Pennington

Printed Name SHERREE L. PENNINGTON

My commission expires 6-19-2013

U.S. Patent Appl. No. 12/575,386  
Filing Date October 7, 2009

Attorney Docket No. 017803-000400US  
Client Docket No. REG87787 2009 PT

12/17/2009  
Date

Joseph C. Lee  
Joseph C. Lee

Witness: Pratik S. Datta  
Witness Signature

PRATIK S Datta 12/17/09  
Printed Name and Date

Witness: Noreen Corrigan  
Witness Signature

Noreen Corrigan 12/17/09  
Printed Name and Date

U.S. Patent Appln. No. 12/575,386  
Filing Date October 7, 2009

Attorney Docket No. 027803-000400US  
Client Docket No. REG87787 2009 PT

15 JAN 2010  
Date

  
Brian A. Ecker

Witness: Bobbie J. Colonna  
Witness Signature

Bobbie J. Colonna 1/15/10  
Printed Name and Date

Witness: Wendy K. Colonna  
Witness Signature

Wendy K. Colonna 1/15/2010  
Printed Name and Date

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