

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amazon Technologies, Inc.	02/15/2012
RECEIVING PARTY DATA	
Name:	IMDb.com, Inc.
Street Address:	410 Terry Avenue North
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98109-5210
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12575386
CORRESPONDENCE DATA	
Fax Number:	4158146165
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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:	Novak Druce + Quigg LLP
Address Line 1:	555 Mission Street
Address Line 2:	34th Floor
Address Line 4:	San Francisco, CALIFORNIA 94105
ATTORNEY DOCKET NUMBER:	20348.0005.NPUS00
NAME OF SUBMITTER:	Heather Armstrong
Total Attachments: 3 source=2012-08-10-Assignment_ATI_IMDB-20348_0005_NPUS00#page1.tif source=2012-08-10-Assignment_ATI_IMDB-20348_0005_NPUS00#page2.tif source=2012-08-10-Assignment_ATI_IMDB-20348_0005_NPUS00#page3.tif	

OP \$40.00 12575386

PATENT

ASSIGNMENT

WHEREAS, Amazon Technologies, Inc., (hereinafter referred to as ASSIGNOR), a corporation of the state of Nevada having a place of business at Post Office Box 8102, Reno, Nevada 89507, is the sole owner of entire rights, titles and interests in and to all applications for Letters Patent of the United States and foreign countries, and issued patents as identified in the attached Exhibit A:

WHEREAS, IMDb.com, Inc., (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 410 Terry Avenue North, Seattle, Washington 98109, desires to acquire entire rights, titles and interests in and to all applications for Letters Patent of the United States and foreign countries, and issued patents as identified in the attached Exhibit A:

NOW, THEREFORE, in exchange for good valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers unto ASSIGNEE its successors, legal representatives and assigns, the entire right, title and interest in and to: the Applications and Patents of said inventions and improvements thereof, as identified in Exhibit A, in the United States of America and territorial possessions; and in any and all foreign countries; and in any and all other applications claiming priority rights from the Applications or Patents, any divisionals, reissues, reexaminations, continuations, continuations-in-part, or extensions of any of the Applications or Patents, including the rights to file international and foreign applications directly in the name of ASSIGNEE or otherwise; the right to all claims for damages and all remedies arising out of any violation of the rights assigned herein that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including the right to sue for, collect, and retain, damages for past infringements; and the right to apply for and obtain corresponding patent or similar protection throughout the world; and the right to claim priority rights deriving from said Applications and Patents (collectively, the "Rights") which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said inventions, applications and all letters patents on said inventions 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 had this assignment, transfer not been made.. ASSIGNOR warrants that it is the sole and exclusive

owner of the Rights, and that the Rights are unencumbered. ASSIGNOR agrees to not sign any writing or do any act conflicting with this assignment, and sign all documents and do such additional acts as ASSIGNEE deems necessary or desirable to perfect ASSIGNEE'S enjoyment of the Rights; prepare and execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patents on said inventions, conduct proceedings regarding the Rights, including any litigation or interference proceedings, or for the purpose of protecting titles to said inventions or letters patents therefore. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patents on said inventions to ASSIGNEE.

IN TESTIMONY WHEREOF, this Assignment is executed this 15th
day of February, 2012

BY:

Robyn Hess

Amazon Technologies, Inc.

Title: Robyn Hess, Assistant Secretary

STATE OF Nevada

COUNTY OF Clark

I certify that I know or have satisfactory evidence that Robyn Hess 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.

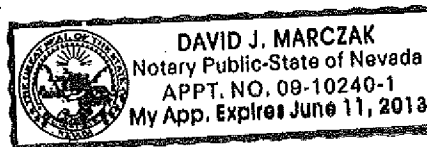
(Seal)

Dated: February 15th 2012

Signature of Notary Public: David J. Marczak

Printed Name: David J. Marczak

My commission expires: June 11, 2013



PATENT

REEL: 028764 FRAME: 0968

EXHIBIT A

Filing Date	Application No.	Title	Type of Application
June 4, 2009	12/478,214	SEGMENTING ACCESS TO ELECTRONIC MESSAGE BOARDS	Non-provisional
October 7, 2009	12/575,386	RESTRICTED IN SITU PREVIEWS FOR ELECTRONIC ADVERTISING	Non-provisional
September 30, 2010	12/895,650	EVENT ATTENDANCE DETERMINATIONS	Non-provisional
September 14, 2010	12/881,453	TECHNIQUES FOR USING DYNAMIC DATA SOURCES WITH STATIC SEARCH MECHANISMS	Non-provisional
September 8, 2010	12/877,810	TECHNIQUES FOR DISPLAYING THIRD PARTY CONTENT	Non-provisional