

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>Daniel Marantz</td> <td>09/27/2012</td> </tr> <tr> <td>Aaron C. Yuen</td> <td>09/28/2012</td> </tr> <tr> <td>Priya Vaidyanathan</td> <td>09/27/2012</td> </tr> <tr> <td>Mark Blelock Atherton</td> <td>09/28/2012</td> </tr> <tr> <td>Parthasarathy Govindarajen</td> <td>09/27/2012</td> </tr> </tbody> </table>		Name	Execution Date	Daniel Marantz	09/27/2012	Aaron C. Yuen	09/28/2012	Priya Vaidyanathan	09/27/2012	Mark Blelock Atherton	09/28/2012	Parthasarathy Govindarajen	09/27/2012
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RECEIVING PARTY DATA													
<table border="1"> <tr> <td>Name:</td> <td>Microsoft Corporation</td> </tr> <tr> <td>Street Address:</td> <td>One Microsoft Way</td> </tr> <tr> <td>City:</td> <td>Redmond</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98052</td> </tr> </table>		Name:	Microsoft Corporation	Street Address:	One Microsoft Way	City:	Redmond	State/Country:	WASHINGTON	Postal Code:	98052		
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: 4259367329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 425-707-9382 Email: vffiling@microsoft.com Correspondent Name: Assal Meftahi Address Line 1: One Microsoft Way Address Line 2: Patent Group Docketing Dept Address Line 4: Redmond, WASHINGTON 98052</p>													
ATTORNEY DOCKET NUMBER:	337384.01												
NAME OF SUBMITTER:	Mohammad Adil												

CH \$40.00 13632599

Total Attachments: 10

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PATENT ASSIGNMENT

MS Docket No.: 337384.01

I Daniel Marantz ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEMANTIC ZOOM FOR RELATED CONTENT" ("APPLICATION"), which:

☒ will be filed. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of the Law and Corporate Affairs Department, Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052 (ASSIGNEE'S LEGAL REPRESENTATIVES), to insert here in parentheses (filed on Oct 1. 2012 and given Application No. 13/632.599 by the following Office United States Patent and Trademark Office this APPLICATION's Application No., filing date, and Office, when known;

☐ was filed on _____ and was given Application
No. _____ by the following Office
" _____ " _____

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"));

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[illegible]

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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, ASSIGNOR's 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).

<u>D. Marantz</u>	<u>Sept 27/2012</u>
Inventor's Signature	Date
<u>Daniel Marantz</u>	<u>Daniel Marantz</u>
Daniel Marantz	Printed Name in Native Language (if other than English)

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I Aaron C Yuen ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEMANTIC ZOOM FOR RELATED CONTENT" ("APPLICATION"), which:

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_____ Inventor's Signature	9/28/2012 _____ Date
 _____ Aaron C Yuen	Aaron C Yuen _____ Printed Name in Native Language (if other than English)

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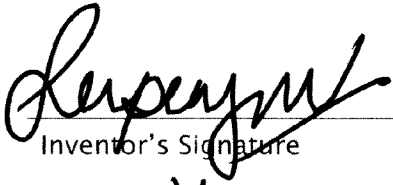
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 Inventor's Signature	<u>09/27/2012</u> Date
<u>PRIYA VAIDYANATHAN</u> Priya Vaidyanathan	_____ Printed Name in Native Language (if other than English)

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I Mark Blelock Atherton ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEMANTIC ZOOM FOR RELATED CONTENT" ("APPLICATION"), which:

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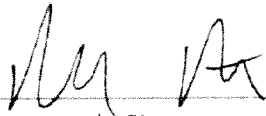
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Inventor's Signature

9/28/2012

Date

Mark Blelock Atherton

Printed Name in Native Language
(if other than English)

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MS Docket No.: 337384.01

I Parthasarathy Govindarajan ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SEMANTIC ZOOM FOR RELATED CONTENT" ("APPLICATION"), which:

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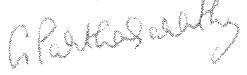
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Inventor's Signature	Date
	9/27/2012
Parthasarathy Govindarajen	பரதசாரத்ய குவிந்தராஜன்
	Printed Name in Native Language (if other than English)