

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>Mahendra M. Chheda</td> <td>08/03/2012</td> </tr> <tr> <td>Shawn E. Heidel</td> <td>08/03/2012</td> </tr> <tr> <td>Robert B. Jaye</td> <td>08/03/2012</td> </tr> <tr> <td>Justin K. Brindley-Koonce</td> <td>08/03/2012</td> </tr> <tr> <td>Jesse D. Schoch</td> <td>08/30/2012</td> </tr> <tr> <td>Eric Jason Brandwine</td> <td>08/20/2012</td> </tr> </tbody> </table>		Name	Execution Date	Mahendra M. Chheda	08/03/2012	Shawn E. Heidel	08/03/2012	Robert B. Jaye	08/03/2012	Justin K. Brindley-Koonce	08/03/2012	Jesse D. Schoch	08/30/2012	Eric Jason Brandwine	08/20/2012
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<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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CORRESPONDENCE DATA															
<p>Fax Number: 4155760300 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 206-467-9600 Email: salexander@kilpatricktownsend.com Correspondent Name: Shannon Alexander Address Line 1: Kilpatrick Townsend & Stockton LLP Address Line 2: Two Embarcadero Center, Eighth Floor Address Line 4: San Francisco, CALIFORNIA 94111</p>															
ATTORNEY DOCKET NUMBER:	90204-832975														

NAME OF SUBMITTER:

Shannon Alexander

Total Attachments: 8

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Mahendra M. Chheda
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Shawn E. Heidel
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Eric Jason Brandwine
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Assignee:

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"BEST PRACTICE ANALYSIS, OPTIMIZED RESOURCE USE" for which:

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

☒ was filed on May 23, 2012 and accorded U.S. Serial No. 13/478,872; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of KILPATRICK
TOWNSEND & STOCKTON 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.

3 Aug 2012
Date

MChheda
Mahendra M. Chheda

SIGNATURE WITNESSED BY:

Dated: 8/3/12

U. U.
Signature of Witness

Michelle Murphy
Printed Name

8/3/12

Date

Shawn E. Heidel

Shawn E. Heidel

SIGNATURE WITNESSED BY:

Dated: 8/3/12

Ch. Ley

Signature of Witness

Michelle Murphy

Printed Name

U.S. Patent Appln. No. 13/478,872
Filing Date May 23, 2012

Attorney Docket No. 90204-832975 (045000US)
Client Docket No. PM3635

8/3/2012
Date

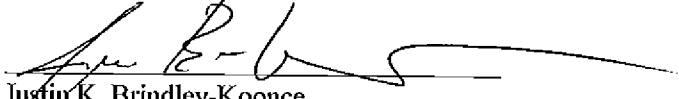
Robert B. Jaye
Robert B. Jaye

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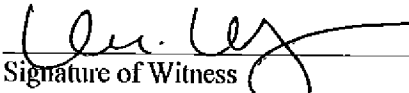
Michelle Murphy
Signature of Witness
Michelle Murphy
Printed Name

8/3/2012
Date


Justin K. Brindley-Koonce

SIGNATURE WITNESSED BY:

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Signature of Witness

Michele Murphy
Printed Name

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[Signature]
Jesse D. Schoch

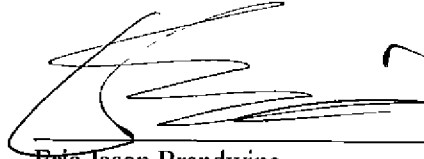
SIGNATURE WITNESSED BY:

Dated: 8/30/2012

[Signature]
Signature of Witness
Christina Rogers
Printed Name

8/20/12

Date



Eric Jason Brandwine

SIGNATURE WITNESSED BY:

Dated: 8/20/12



Signature of Witness

Christina Rogers

Printed Name

Kilpatrick Townsend 64307465 1