

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Brett R. Taylor</td> <td>10/17/2012</td> </tr> <tr> <td>Peter F. Hill</td> <td>10/17/2012</td> </tr> </tbody> </table>		Name	Execution Date	Brett R. Taylor	10/17/2012	Peter F. Hill	10/17/2012
Name	Execution Date						
Brett R. Taylor	10/17/2012						
Peter F. Hill	10/17/2012						
RECEIVING PARTY DATA							
Name:	Amazon Technologies, Inc.						
Street Address:	P.O. Box 8102						
City:	Reno						
State/Country:	NEVADA						
Postal Code:	89507						
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>13655332</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13655332		
Property Type	Number						
Application Number:	13655332						
CORRESPONDENCE DATA							
Fax Number:	9497609502						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	949.721.2819						
Email:	danielle.hart@knobbe.com						
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP						
Address Line 1:	2040 MAIN STREET, 14TH FLOOR						
Address Line 4:	IRVINE, CALIFORNIA 92614						
ATTORNEY DOCKET NUMBER:	SEAZN.723A						
NAME OF SUBMITTER:	Ronald J. Schoenbaum						
<p>Total Attachments: 6</p> <p>source=ASSIGNMENT_SEAZN_723A#page1.tif source=ASSIGNMENT_SEAZN_723A#page2.tif source=ASSIGNMENT_SEAZN_723A#page3.tif source=ASSIGNMENT_SEAZN_723A#page4.tif source=ASSIGNMENT_SEAZN_723A#page5.tif source=ASSIGNMENT_SEAZN_723A#page6.tif</p>							

CH \$40.00 13655332

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No: 13/655,332
Filing Date: October 18, 2012

Attorney Docket No. SEAZN.723A
Client Docket No. P6136

PARTIES TO THE ASSIGNMENT

Assignor(s):

BRETT R. TAYLOR
410 Terry Avenue North
Seattle, WA 98109-5210

PETER F. HILL
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

AMAZON TECHNOLOGIES, INC.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
“**ANONYMIZED PERSONALIZATION OF NETWORK CONTENT**” (Invention) for which a non-
provisional application for United States Letters Patent

was filed on October 18, 2012 and accorded U.S. application no. : 13/655,332 ; or

will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for
recordation.

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of Knobbe, Martens, Olson & Bear, LLP, associated with Customer No. 20,995, to insert in the header above and here in parentheses (U.S. application no.: 13/655,332, filed October 18, 2012) this application's U.S. application number and filing date, when known.

WHEREAS, 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 its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, 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 provisional, 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 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

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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.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

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CORRESPONDENCE ADDRESS

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

Customer No.

20,995

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DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- the attached application; or
 United States application number 13/655,332 filed on October 18, 2012; or
 PCT international application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

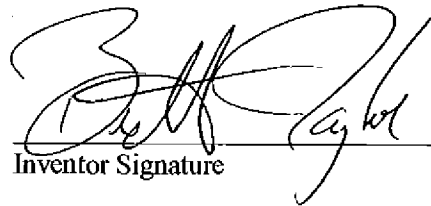
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

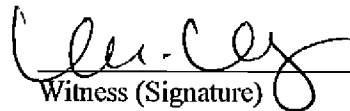
Legal name of inventor: **BRETT R. TAYLOR**

10/17/2012
Date


Inventor Signature

WITNESSED BY:

10/17/12
Date


Witness (Signature)

Michelle Murphy
Witness (Printed Name)

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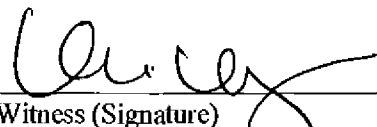
Legal name of inventor: **PETER F. HILL**

10/17/2012
Date


Inventor Signature

WITNESSED BY:

10/17/12
Date


Witness (Signature)

Michelle Murphy
Witness (Printed Name)

14118241
100912