

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>Gabriel Gottlieb</td> <td>12/02/2012</td> </tr> <tr> <td>Kenneth Reneris</td> <td>11/30/2012</td> </tr> </tbody> </table>		Name	Execution Date	Gabriel Gottlieb	12/02/2012	Kenneth Reneris	11/30/2012
Name	Execution Date						
Gabriel Gottlieb	12/02/2012						
Kenneth Reneris	11/30/2012						
RECEIVING PARTY DATA							
Name:	Microsoft Corporation						
Street Address:	One Microsoft Way						
City:	Redmond						
State/Country:	WASHINGTON						
Postal Code:	98052						
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>13629528</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13629528		
Property Type	Number						
Application Number:	13629528						
CORRESPONDENCE DATA							
Fax Number:	7704364613						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
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NAME OF SUBMITTER:	Carl K. Turk						
Total Attachments: 4 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif source=ASSIGNMENT#page3.tif source=ASSIGNMENT#page4.tif							

OP \$40.00 13629528

PATENT

I, Gabriel Gottlieb (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “EXTENSIBLE ENCODING FOR INTERACTIVE EXPERIENCE ELEMENTS” (“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 _____ and given Application No. _____ by the following Office _____) this APPLICATION’s Application No., filing date, and Office, when known;

was filed on **September 27, 2012**, and was given Application No. **13/629,528** by the following Office **“United States Patent and Trade Office”**;

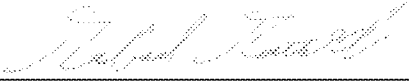
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns (“ASSIGNEE”), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries (“APPLICATION DERIVATIVES”));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office

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).

	12/2/2012
_____ Inventor's Signature	_____ Date
Gabriel Gottlieb	_____ Printed Name in Native Language (if other than English)
_____ Printed Name in English	

I, Kenneth Reneris ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "EXTENSIBLE ENCODING FOR INTERACTIVE EXPERIENCE ELEMENTS" ("APPLICATION"), which:

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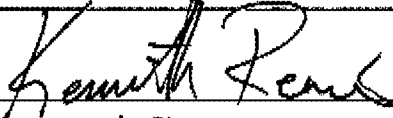
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 Inventor's Signature	<u>11.30.2012</u> Date
<u>Kenneth Reneris</u> Printed Name in English	 Printed Name in Native Language (if other than English)