

## 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>Gus Lopez</td> <td>09/13/1999</td> </tr> <tr> <td>Joel R. Spiegel</td> <td>09/13/1999</td> </tr> </tbody> </table>		Name	Execution Date	Gus Lopez	09/13/1999	Joel R. Spiegel	09/13/1999
Name	Execution Date						
Gus Lopez	09/13/1999						
Joel R. Spiegel	09/13/1999						
RECEIVING PARTY DATA							
Name:	Amazon.com, Inc.						
Street Address:	1516 Second Avenue						
City:	Seattle						
State/Country:	WASHINGTON						
Postal Code:	98101						
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>13284672</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13284672		
Property Type	Number						
Application Number:	13284672						
CORRESPONDENCE DATA							
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ATTORNEY DOCKET NUMBER:	170101-1382						
NAME OF SUBMITTER:	Thomas B. Hildebrandt						
Total Attachments: 3 source=01475614#page1.tif source=01475614#page2.tif source=01475614#page3.tif							

OP \$40.00 13284672

## ASSIGNMENT

WHEREAS, we, Gus Lopez and Joel R. Spiegel, (hereinafter referred to as ASSIGNORS), having post office addresses of 3821 N.E. 45<sup>th</sup> Street, #21, Seattle, Washington 98105 and 14026 227<sup>th</sup> Avenue N.E., Woodinville, Washington 98072, respectively, are the joint inventors of an invention entitled "METHOD AND SYSTEM FOR PRICE SUGGESTING USING ITEM-SPECIFIC ATTRIBUTES," as described and claimed in the specification for which an application for United States letters patent was filed on June 25, 1999 and assigned Application No. 09/344,787.

WHEREAS, Amazon.com, Inc. (hereinafter referred to as ASSIGNEE), a corporation of the State of Delaware having a place of business at 1516 Second Avenue, Seattle, Washington 98101, 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, ASSIGNORS hereby sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said invention, 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 divisions, reissues 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 as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer and sale not been made. ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNORS 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 letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

Sept. 13, 1999  
Date \_\_\_\_\_ Gus Lopez Gus Lopez

State of Washington )  
County of King ) ss.

I certify that I know or have satisfactory evidence that is the person who appeared before me, and said person acknowledged that Gus Lopezhe signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 9-15-99

Signature of Notary Public Patricia M Stuart

Printed Name PATRICIA M STUART

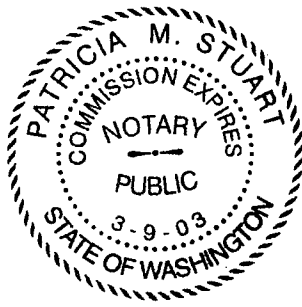
My appointment expires 3-9-03

9-13-99  
Date \_\_\_\_\_ Joel R. Spiegel

State of Washington )  
County of King ) ss.

I certify that I know or have satisfactory evidence that Joel R. Spiegel is the person who appeared before me, and said person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 9-13-99



Signature of Notary Public Patricia M Stuart

Printed Name PATRICIA M STUART

My appointment expires 3-9-03