

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Amazon.com, Inc.	09/27/2011
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	
Property Type	Number
Application Number:	13284672
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ATTORNEY DOCKET NUMBER:	170101-1382
NAME OF SUBMITTER:	Thomas B. Hildebrandt
Total Attachments: 2 source=01769674#page1.tif source=01769674#page2.tif	

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ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor:

Amazon.com, Inc.
410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.
PO Box 8102
Reno, NV 89507

AGREEMENT

WHEREAS, Amazon.com, Inc. (hereinafter referred to as ASSIGNOR), a corporation of the State of Delaware having a business address at 410 Terry Avenue North, Seattle, Washington 98109, owns by assignment all right, title, and interest in and to the invention as described and claimed in US Patent Application 09/344,787 filed with the United States Patent & Trademark Office on June 25, 1999 entitled

Method and System for Price Suggesting Using Item-Specific Attributes.

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;

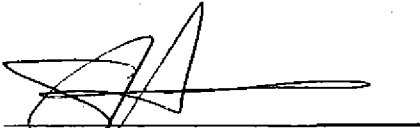
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said invention and improvements, and any and all letters 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, re-examinations

U.S. Patent Appln. No. 09/344,787
Filing Date June 25, 1999

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 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 had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR agrees 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 invention, or for the purpose of protecting title to said invention or letters patent therefor.

SIGNED:


AMAZON.COM, INC.



Scott R. Hayden
Vice President
Amazon.com, Inc.

Date: 9/27/2011

AMAZON TECHNOLOGIES, INC.



Ming Shui
Vice President
Amazon Technologies, Inc.

Date: 9-27-11