

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>Danny B. Lange</td> <td>12/10/2012</td> </tr> <tr> <td>Hung-Chih Yang</td> <td>12/16/2012</td> </tr> <tr> <td>Xiong Zhang</td> <td>12/07/2012</td> </tr> <tr> <td>Graham A. Wheeler</td> <td>12/10/2012</td> </tr> <tr> <td>Jason J. Joyce</td> <td>12/04/2012</td> </tr> <tr> <td>David M. Moore</td> <td>12/03/2012</td> </tr> <tr> <td>Bhalchandra Pandit</td> <td>01/01/2013</td> </tr> </tbody> </table>		Name	Execution Date	Danny B. Lange	12/10/2012	Hung-Chih Yang	12/16/2012	Xiong Zhang	12/07/2012	Graham A. Wheeler	12/10/2012	Jason J. Joyce	12/04/2012	David M. Moore	12/03/2012	Bhalchandra Pandit	01/01/2013
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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>13733009</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13733009												
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CORRESPONDENCE DATA																	
Fax Number:	6176468646																
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
Phone:	617-646-8000																
Email:	sappleton@wolfgreenfield.com																
Correspondent Name:	Edmund J. Walsh																
Address Line 1:	Wolf, Greenfield & Sacks, P.C.																
Address Line 2:	600 Atlantic Avenue																
Address Line 4:	Boston, MASSACHUSETTS 02210																
ATTORNEY DOCKET NUMBER:	M1103.71026US00																

CH \$40.00 13733009

NAME OF SUBMITTER:

Stacey L. Appleton

Total Attachments: 11

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PATENT ASSIGNMENT

I, Danny B. Lange ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SOCIAL MEDIA IMPACT ASSESSMENT" ("APPLICATION"), which:

will be filed. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Wolf, Greenfield & Sacks, P.C., 600 Atlantic Avenue, Boston, MA 02210, who are associated with customer number 45840 (ASSIGNEE'S LEGAL REPRESENTATIVES), to insert here in parentheses (filed on January 2, 2013 and given Application No. 13/733009 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on _____ and was given Application No. _____ by the following 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

MS Docket No.: 335367.01
OC Docket No.: M1103.71026US00

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).

 Inventor's Signature	<u>12/10/2012</u> Date
<u>Danny B. Lange</u> Printed Name in English	 Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I, Hung-Chih Yang ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SOCIAL MEDIA IMPACT ASSESSMENT" ("APPLICATION"), which:

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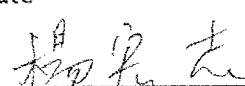
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MS Docket No.: 335368.01
OC Docket No.: M1103.71027US00

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 _____ Inventor's Signature	<u>Dec 10, 2012</u> _____ Date
Hung-Chih Yang _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I, Xiong Zhang ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SOCIAL MEDIA IMPACT ASSESSMENT " ("APPLICATION"), which:

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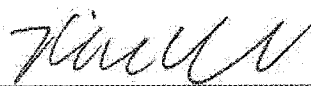
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	12/07/2012
_____ Inventor's Signature	_____ Date
Xiong Zhang	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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OC Docket No.: M1103.71026US00

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 _____ Inventor's Signature	<u>12/10/2012</u> _____ Date
<u>Graham A. Wheeler</u> _____ Printed Name in English	_____ Printed Name In Native Language (if other than English)

PATENT ASSIGNMENT

I, Jason J. Joyce ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SOCIAL MEDIA IMPACT ASSESSMENT" ("APPLICATION"), which:

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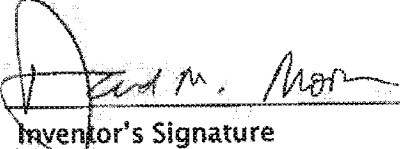
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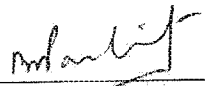
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 _____ Inventor's Signature	<u>12/3/12</u> _____ Date
David M. Moore _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

MS Docket No.: 335367.01
OC Docket No.: MI103.71026US00

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	<u>1/1/13</u>
Inventor's Signature	Date
<u>Bhalchandra Pandit</u>	
Printed Name in English	Printed Name in Native Language (if other than English)