

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>Helge Grenager Solheim</td> <td>03/05/2013</td> </tr> <tr> <td>Anders Fagerhaug</td> <td>03/05/2013</td> </tr> <tr> <td>John Hartley Toews</td> <td>03/05/2013</td> </tr> <tr> <td>Sarah Brodwall</td> <td>03/07/2013</td> </tr> <tr> <td>Rune Djurhuus</td> <td>03/05/2013</td> </tr> <tr> <td>Dmitry Shaporenkov</td> <td>03/05/2013</td> </tr> <tr> <td>Morgan Larsson</td> <td>03/13/2013</td> </tr> <tr> <td>Lucian Baci</td> <td>03/05/2013</td> </tr> </tbody> </table>		Name	Execution Date	Helge Grenager Solheim	03/05/2013	Anders Fagerhaug	03/05/2013	John Hartley Toews	03/05/2013	Sarah Brodwall	03/07/2013	Rune Djurhuus	03/05/2013	Dmitry Shaporenkov	03/05/2013	Morgan Larsson	03/13/2013	Lucian Baci	03/05/2013
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RECEIVING PARTY DATA																			
<table border="1"> <tr> <td>Name:</td> <td>Microsoft Corporation</td> </tr> <tr> <td>Street Address:</td> <td>One Microsoft Way</td> </tr> <tr> <td>City:</td> <td>Redmond</td> </tr> <tr> <td>State/Country:</td> <td>WASHINGTON</td> </tr> <tr> <td>Postal Code:</td> <td>98052</td> </tr> </table>		Name:	Microsoft Corporation	Street Address:	One Microsoft Way	City:	Redmond	State/Country:	WASHINGTON	Postal Code:	98052								
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CORRESPONDENCE DATA																			
Fax Number:	4259367329																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
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Address Line 4:	Redmond, WASHINGTON 98052																		

CH \$40.00 13802734

ATTORNEY DOCKET NUMBER:	338203.01
NAME OF SUBMITTER:	Shah Faisal Khan
<p>Total Attachments: 16</p> <p>source=338203-01-Executed-Assignment#page1.tif source=338203-01-Executed-Assignment#page2.tif source=338203-01-Executed-Assignment#page3.tif source=338203-01-Executed-Assignment#page4.tif source=338203-01-Executed-Assignment#page5.tif source=338203-01-Executed-Assignment#page6.tif source=338203-01-Executed-Assignment#page7.tif source=338203-01-Executed-Assignment#page8.tif source=338203-01-Executed-Assignment#page9.tif source=338203-01-Executed-Assignment#page10.tif source=338203-01-Executed-Assignment#page11.tif source=338203-01-Executed-Assignment#page12.tif source=338203-01-Executed-Assignment#page13.tif source=338203-01-Executed-Assignment#page14.tif source=338203-01-Executed-Assignment#page15.tif source=338203-01-Executed-Assignment#page16.tif</p>	

I Helge Grenager Solheim ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "VISUALIZING RANKING FACTORS FOR ITEMS IN A SEARCH RESULT LIST" ("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 14-MAR-2013 and given Application No. 13/802734 by the following Office US 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"));

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Application No.	Filing Date	Office

MS Docket No.: 338203.01

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).

2013-03-05

Date _____

Printed Name in Native Language
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<u>Anders Fagerhaug</u>	<u>05/03/2013</u>
Inventor's Signature	Date
<u>Anders Fagerhaug</u>	<u></u>
Printed Name in English	Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 338203.01

I John Hartley Toews ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "VISUALIZING RANKING FACTORS FOR ITEMS IN A SEARCH RESULT LIST" ("APPLICATION"), which:

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 _____ Inventor's Signature	<u>5 / 3 / 2013</u> _____ Date
<u>John Hartley Toews</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

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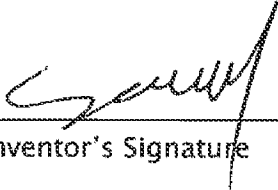
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	<u>7. MARCH 2013</u>
Inventor's Signature	Date
<u>Sarah Brodwall</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

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	<u>5/3-2013</u>
Inventor's Signature	Date
<u>Rune Djurhuus</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

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I Dmitry Shaporenkov ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "VISUALIZING RANKING FACTORS FOR ITEMS IN A SEARCH RESULT LIST" ("APPLICATION"), which:

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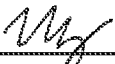
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<u></u>	<u>05/03/2013</u>
Inventor's Signature	Date
<u>Dmitry Shaporenkov</u>	<u>ДМИТРИЙ ШАПОРЕНКОВ</u>
Printed Name in English	Printed Name in Native Language (if other than English)

I Morgan Larsson ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "VISUALIZING RANKING FACTORS FOR ITEMS IN A SEARCH RESULT LIST" ("APPLICATION"), which:

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<u>Morgan Larsson</u>	<u>13.03.2013</u>
Inventor's Signature	Date
<u>Morgan Larsson</u>	<u></u>
Printed Name in English	Printed Name in Native Language (if other than English)

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I Lucian Baciu ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "VISUALIZING RANKING FACTORS FOR ITEMS IN A SEARCH RESULT LIST" ("APPLICATION"), which:

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