# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

### **CONVEYING PARTY DATA**

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 Baciu	03/05/2013

### **RECEIVING PARTY DATA**

Name:	Microsoft Corporation
Street Address:	One Microsoft Way
City:	Redmond
State/Country:	WASHINGTON
Postal Code:	98052

### PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	13802734

### **CORRESPONDENCE DATA**

**Fax Number**: 4259367329

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 425-707-9382

Email: vffiling@microsoft.com

Correspondent Name: Assal Meftahi
Address Line 1: One Microsoft Way

Address Line 2: Patent Group Docketing Dept
Address Line 4: Redmond, WASHINGTON 98052

**PATENT** 

REEL: 030026 FRAME: 0097

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

PATENT REEL: 030026 FRAME: 0098 PATENT ASSIGNMENT MS Docket No.: 338203.01

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

14-MAR-2013

the

by

and given

following Office

US Patent and Trademark Office this APPLICATION's Application No., filing date, and Office, when known;

13/802734

here in parentheses (filed on

Application No.

was filed on	and was given Application N	C
***************************************	_ by the following Office	
11	",	

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
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MS Docket No.: <u>338203.01</u>

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);

Helye Greway Solli	2013-03-05
Inventor's Signature	Date
Helge Grenager Solheim	
Printed Name in English	Printed Name in Native Language
	(if other than English)

l And	ers Fagerhaug ("A	SSIGNOR") am the o	rininal inventor (	nr an cricinal icini
		("INVENTION") disclo	-	
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Micros	oft Corporation,	a Washington Corpo	oration, on beha	lf of itself and its
successors a	nd assigns ("ASSI	GNEE"), is entitled to	, and is desirous	s of acquiring, the
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Page 1 of 2

MS Docket No.: <u>338203.01</u>

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):

Ander Fagilary	05/03/2013
Inventor's Signature $V$	Date
Anders Fagerhaug	
Printed Name in English	Printed Name in Native Language
	(if other than English)

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: 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 (AS here in parentheses					to insert d given
Application No.	13/802734	by	the	following	w
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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 ASSIGNEE'S requests, 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	
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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);

MS Docket No.: 338203.01

_ Mh	5/3/2013
Inventor's Signature	Date
John Hartley Toews	
Printed Name in English	Printed Name in Native Language
	(if other than English)

inventor of application 6	subject matter	("INVENTION") disclosed	inventor or an original joint and/or claimed in a patent OR ITEMS IN A SEARCH RESULT
	ASSIGNEE'S legal Department, Mic. Washington 9805 here in parenth Application No US Patent and Tra	ASSIGNOR hereby aution representatives, of the Laterosoft Corporation, One Modern March 14-16 (ASSIGNEE'S LEGAL REPropersion 13/802734 by demark Office 14-16 (Assignment of the Laterosoft of t	iw and Corporate Affairs ficrosoft Way, Redmond, RESENTATIVES), to insert  MAR-2013 and given the following Office this APPLICATION's
		and was given by the following Office ";	Application No
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REPRESENTAT	TIVES to insert t	he Application No., filin	g date, and Office into the
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MS Docket No.: 338203.01

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):

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

inventor of application e	subject matter	("INVENTION") disclo	ginal inventor or an origosed and/or claimed in RS FOR ITEMS IN A SEARC	a patent
	ASSIGNEE'S legal Department, Micro Washington 9805 here in parenth Application No. US Patent and Trade	representatives, of the rosoft Corporation, OG2 (ASSIGNEE'S LEGAL	authorizes, and requeste Law and Corporate Affaine Microsoft Way, Redmo REPRESENTATIVES), to ins 14-MAR-2013 and give by the following Off this APPLICATIOn, when known;	airs nd, sert
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successors a entire and ex (and all oth applications,	nd assigns ("ASSI cclusive rights, tit er applications	GNEE"), is entitled to le and interest in the and patents derived United States, its tel	oration, on behalf of itse , and is desirous of acque e INVENTION and the APP d therefrom, such as c rritories, and all foreign	iring, the LICATION ontinuing
REPRESENTAT	TVES to insert t	he Application No.,	requests, ASSIGNEE'S filing date, and Office fter they are known;	into the
Application N		Filing Date	Office	
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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):

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

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I <u>Dmitry Shaporenke</u> inventor of subject matt application entitled " <u>VISUA</u> <u>LIST</u> " ("APPLICATION"), which	er ("INVENTION") disc <u>LIZING RANKING FACT(</u>		in a patent
ASSIGNEE'S le Department, Washington 9 here in pare Application US Patent and	gal representatives, of Microsoft Corporation, 8052 (ASSIGNEE'S LEGA entheses (filed on No. 13/802734	v authorizes, and requite Law and Corporate A One Microsoft Way, Redr L REPRESENTATIVES), to  14-MAR-2013 and by the following this APPLICAT e, when known;	offairs nond, insert given Office
11	and was by the following Of ";		
Microsoft Corporation of the control	SSIGNEE"), is entitled to title and interest in the sand patents derive ne United States, its to	ne INVENTION and the A ed therefrom, such as	quiring, the PPLICATION continuing
ASSIGNOR hereby REPRESENTATIVES to inser Collowing table for any APPI	t the Application No.		
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Page 1 of 2

MS Docket No.: 338203.01

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):

My	05/03/2013
Inventor's Signature	Date
Dmitry Shaporenkov	- Дмитрий ШапорЕНКОВ
Printed Name in English	Printed Name in Native Language
	(if other than English)

MS Docket No.: 338203.01 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: oxtimes 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 14-MAR-2013 here in parentheses (filed on 13/802734 Application No. 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")): 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

Page 1 of 2

MS Docket No.: <u>338203.01</u>

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):

Morgan Somme	13,03.2013
Inventor's Signature	Date
Morgan Larsson	
Printed Name in English	Printed Name in Native Language
	(if other than English)

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

MS Docket No.: 338203.01

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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	
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MS Docket No.: 338203.01

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Yall	05.03.2013
Inventor's Signature	Date
Lucian Baciu	
Printed Name in English	Printed Name in Native Language
	(if other than English)