

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>Suman Kumar Nath</td> <td>03/15/2013</td> </tr> <tr> <td>Oriana Riva</td> <td>03/14/2013</td> </tr> <tr> <td>Douglas Christopher Burger</td> <td>03/13/2013</td> </tr> <tr> <td>Prashanth Mohan</td> <td>03/15/2013</td> </tr> </tbody> </table>		Name	Execution Date	Suman Kumar Nath	03/15/2013	Oriana Riva	03/14/2013	Douglas Christopher Burger	03/13/2013	Prashanth Mohan	03/15/2013
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Prashanth Mohan	03/15/2013										
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<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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PROPERTY NUMBERS Total: 1											
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CORRESPONDENCE DATA											
Fax Number: 4259367329 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> 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											
ATTORNEY DOCKET NUMBER:	338170.01										
NAME OF SUBMITTER:	Mohammad Adil										
Total Attachments: 8											

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source=338170-01-Executed-Assignment#page8.tif

MS Docket No.: 338170.01

☒ 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 15-MAR-2013 and given Application No. 13/831845 by the following Office US Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

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"));

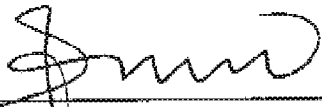
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PATENT ASSIGNMENT

MS Docket No.: 338170.01

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);

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).

	<u>3/15/2013</u>
Inventor's Signature	Date
<u>Suman Kumar Nath</u>	
Printed Name in English	Printed Name in Native Language (if other than English)

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	<u>14/3/2013</u>
Inventor's Signature	Date
<u>Oriana Riva</u>	<u>ORIANA RIVA</u>
Printed Name in English	Printed Name in Native Language (if other than English)

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 _____ Inventor's Signature	<u>3/13/13</u> _____ Date
<u>Douglas Christopher Burger</u> _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

MS Docket No.: 338170.01

I, Prashanth Mohan, ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ENERGY-EFFICIENT MOBILE ADVERTISING" ("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 15-MAR-2013 and given Application No. 13/831845 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
" _____ ";

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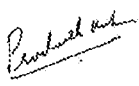
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_____ Inventor's Signature	03/15/2013 _____ Date
Prashanth Mohan _____ Printed Name in English	பிரஷந்த் _____ Printed Name in Native Language (if other than English)