

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Yik Ping Li</td> <td>02/19/2013</td> </tr> <tr> <td>Zaka Ur Rehman Ushraf</td> <td>03/01/2013</td> </tr> <tr> <td>Joshua Karl Tang</td> <td>01/18/2013</td> </tr> <tr> <td>Dennis James Taylor</td> <td>01/18/2013</td> </tr> <tr> <td>Hannah Rebecca Lewbel</td> <td>02/11/2013</td> </tr> </tbody> </table>		Name	Execution Date	Yik Ping Li	02/19/2013	Zaka Ur Rehman Ushraf	03/01/2013	Joshua Karl Tang	01/18/2013	Dennis James Taylor	01/18/2013	Hannah Rebecca Lewbel	02/11/2013
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<table border="1"> <tr> <td>Name:</td> <td>Amazon Technologies, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>PO Box 8102</td> </tr> <tr> <td>City:</td> <td>Reno</td> </tr> <tr> <td>State/Country:</td> <td>NEVADA</td> </tr> <tr> <td>Postal Code:</td> <td>89507</td> </tr> </table>		Name:	Amazon Technologies, Inc.	Street Address:	PO Box 8102	City:	Reno	State/Country:	NEVADA	Postal Code:	89507		
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CORRESPONDENCE DATA													
<p>Fax Number: 4158146165 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (415) 814-6161 Email: julie.raynova@novakdruce.com Correspondent Name: Novak Druce + Quigg LLP Address Line 1: 555 Mission Street Address Line 2: 34th Floor Address Line 4: San Francisco, CALIFORNIA 94105</p>													
ATTORNEY DOCKET NUMBER:	20346.0409.NPUS00												
NAME OF SUBMITTER:	Julie Raynova												

OP \$40.00 13711050

Signature:	/Julie Raynova/
Date:	04/02/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 9 source=2013-04-02-Assignment_20346_0409_NPUS00#page1.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page2.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page3.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page4.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page5.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page6.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page7.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page8.tif source=2013-04-02-Assignment_20346_0409_NPUS00#page9.tif	

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 13/711,050
Filing Date December 11, 2012

Attorney Docket No. 20346.0409.NPUS00
Client Docket No. P6637-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

YIK PING LI

410 Terry Avenue North
Seattle, WA 98109-5210

ZAKA UR REHMAN ASHRAF

410 Terry Avenue North
Seattle, WA 98109-5210

JOSHUA KARL TANG

410 Terry Avenue North
Seattle, WA 98109-5210

DENNIS JAMES TAYLOR

410 Terry Avenue North
Seattle, WA 98109-5210

HANNAH REBECCA LEWBEL

410 Terry Avenue North
Seattle, WA 98109-5210

Assignee:

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"MANAGING INFORMATION FOR ITEMS REFERENCED IN MEDIA CONTENT" (Invention) for
which a non-provisional application for United States Letters Patent

☒ was filed on December 11, 2012 and accorded U.S. application no. 13/711,050; or

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☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of Novak Druce + Quigg LLP, associated with Customer No. 65761, to insert in the header above and here in parentheses (U.S. application no. 13/711,050, filed December 11, 2012) this application's U.S. application number and filing date, when known.

WHEREAS, 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(S) hereby sell, assign and transfer unto ASSIGNEE its successors and assigns, the entire right, title and interest in and to said Invention and any improvements thereto, said Application 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 provisional, divisions, reissues, re-examinations and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said Invention, application 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(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and request the Commissioner of Patents and

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Trademarks to issue all letters patent on said Invention to ASSIGNEE. ASSIGNOR(S) agree 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 letters patent, or for the purpose of protecting title to said Invention or letters patent therefor.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

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CORRESPONDENCE ADDRESS

I hereby direct all correspondence and telephone calls in connection with this application be
addressed to the number associated with the customer number listed below, which is:

Customer No.

65761

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ the attached application; or
☒ United States application number 13/711,050 filed on December 11, 2012; or
☐ PCT international application number _____ filed on _____.

The above-identified application was made or authorized to be made by me.

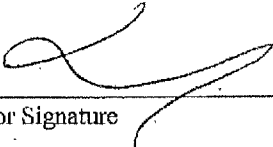
I believe that I am the original inventor or an original joint inventor of a claimed Invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

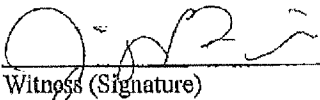
Legal name of inventor: **YIK PING LI**

2/19/2013
Date


Inventor Signature

WITNESSED BY:

2/19/2013
Date


Witness (Signature)
Jessica Blair
Witness (Printed Name)

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Legal name of inventor: **ZAKA UR REHMAN ASHRAF**

3/1/2013
Date

Z. Ashraf
Inventor Signature

WITNESSED BY:

3/1/2013
Date

J. Blair
Witness (Signature)
Jessica Blair
Witness (Printed Name)

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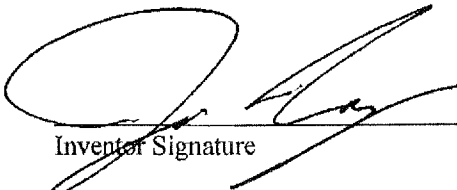
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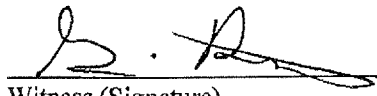
Legal name of inventor: **JOSHUA KARL TANG**

1/18/2013
Date


Inventor Signature

WITNESSED BY:

1/18/2013
Date


Witness (Signature)

Gavin Prestwood
Witness (Printed Name)

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Legal name of inventor: **DENNIS JAMES TAYLOR**

01/18/2013
Date

[Signature]
Inventor Signature

WITNESSED BY:

1/18/2013
Date

[Signature]
Witness (Signature)
Josh Tang
Witness (Printed Name)

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Legal name of inventor: **HANNAH REBECCA LEWBEL**

2/11/2013
Date

Hannah Rebecca Lewbel
Inventor Signature

WITNESSED BY:

2/11/2013
Date

Jessica Blair
Witness (Signature)
Jessica Blair
Witness (Printed Name)