

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>Elad Ziklik</td> <td>06/13/2013</td> </tr> <tr> <td>Roy Ronen</td> <td>06/12/2013</td> </tr> </tbody> </table>		Name	Execution Date	Elad Ziklik	06/13/2013	Roy Ronen	06/12/2013
Name	Execution Date						
Elad Ziklik	06/13/2013						
Roy Ronen	06/12/2013						
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>13918898</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13918898		
Property Type	Number						
Application Number:	13918898						
CORRESPONDENCE DATA							
Fax Number:							
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Email:	nathan@raupatents.com						
Correspondent Name:	Nathan Rau						
Address Line 1:	6860 North Dallas Parkway STE 200						
Address Line 4:	Plano, TEXAS 75024						
ATTORNEY DOCKET NUMBER:	338966.01						
NAME OF SUBMITTER:	Nathan M. Rau						
Signature:	/Nathan M. Rau/						
Date:	06/30/2013						
Total Attachments: 4 source=338966-01-Assign-Ziklik-signed#page1.tif source=338966-01-Assign-Ziklik-signed#page2.tif source=338966-01-Assign-Ronen-Signed#page1.tif source=338966-01-Assign-Ronen-Signed#page2.tif							

OP \$40.00 13918898

I Elad Ziklik (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “INCORPORATING USER USAGE OF CONSUMABLE CONTENT INTO RECOMMENDATIONS” (“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 June 14, 2013 and given Application No. 13/918,898 by the following Office United States Patent 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”));

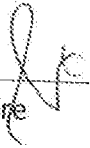
ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office

--	--	--

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>13/06/2013</u> _____ Date
Elad Ziklik _____ Printed Name in English	<u>אילד זיקליק</u> _____ Printed Name in Native Language (if other than English)

I Royi Ronen ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "INCORPORATING USER USAGE OF CONSUMABLE CONTENT INTO RECOMMENDATIONS" ("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 June 14, 2013 and given Application No. 13/918,898 by the following Office United States Patent 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"));

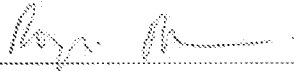
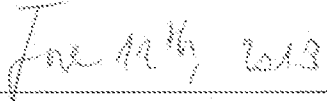
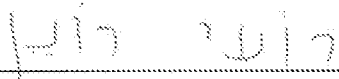
ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office

--	--	--

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	 Date
Royi Ronen Printed Name in English	 Printed Name in Native Language (if other than English)