

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																		
NATURE OF CONVEYANCE:	ASSIGNMENT																		
<b>CONVEYING PARTY DATA</b>																			
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrew Scott Brenner</td> <td>04/05/2013</td> </tr> <tr> <td>Jared T. Benson</td> <td>01/08/2013</td> </tr> <tr> <td>Eric A. Breitbard</td> <td>03/27/2013</td> </tr> <tr> <td>Michael Patrick Bauerly</td> <td>03/27/2013</td> </tr> <tr> <td>Vincent G. Uttley</td> <td>07/09/2013</td> </tr> <tr> <td>Panos Vassiliadis</td> <td>03/27/2013</td> </tr> <tr> <td>Lowell W. Goss</td> <td>03/27/2013</td> </tr> <tr> <td>Nathan Daniel Cox</td> <td>03/25/2013</td> </tr> </tbody> </table>		Name	Execution Date	Andrew Scott Brenner	04/05/2013	Jared T. Benson	01/08/2013	Eric A. Breitbard	03/27/2013	Michael Patrick Bauerly	03/27/2013	Vincent G. Uttley	07/09/2013	Panos Vassiliadis	03/27/2013	Lowell W. Goss	03/27/2013	Nathan Daniel Cox	03/25/2013
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<b>RECEIVING PARTY DATA</b>																			
Name:	Amazon Technologies, Inc.																		
Street Address:	PO Box 8102																		
City:	Reno																		
State/Country:	NEVADA																		
Postal Code:	89507																		
<b>PROPERTY NUMBERS Total: 1</b>																			
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13713525</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13713525														
Property Type	Number																		
Application Number:	13713525																		
<b>CORRESPONDENCE DATA</b>																			
Fax Number:	4048538806																		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																			
Phone:	404-853-8000																		
Email:	kim.deveau@sutherland.com																		
Correspondent Name:	SUTHERLAND ASBILL & BRENNAN LLP																		
Address Line 1:	999 PEACHTREE STREET NE																		
Address Line 4:	ATLANTA, GEORGIA 30309																		
ATTORNEY DOCKET NUMBER:	32145-0009																		

PATENT

NAME OF SUBMITTER:	Malvern U. Griffin III
Signature:	/Malvern U. Griffin/
Date:	07/24/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).

**Total Attachments: 15**

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**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
Filing Date December 13, 2012

Attorney Docket No. 32145-0009  
Client Docket No. P5827-US

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

**ANDREW SCOTT BRENNER**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**JARED T. BENSON**  
170 Maiden Lane, Floor 3  
San Francisco, CA 94108

**ERIC A. BREITBARD**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**MICHAEL PATRICK BAUERLY**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**VINCENT G. UTTLEY**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**PANOS VASSILIADIS**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**LOWELL W. GOSS**  
410 Terry Avenue North  
Seattle, WA 98109-5210

**NATHAN DANIEL COX**  
170 Maiden Lane, Floor 3  
San Francisco, CA 94108

Assignee:

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

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**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
“USER INTERFACE FOR ACCESS OF CONTENT” (Invention) for which a non-provisional application  
for United States Letters Patent

- was filed on December 13, 2012 and accorded U.S. application no. 13/713,525; or  
 will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for  
recording.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE’S legal representatives, of  
Sutherland Asbill & Brennan LLP, associated with Customer No. 106560, to insert in the header above  
and here in parentheses (U.S. application no. 13/713,525, filed December 13, 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,

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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 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

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
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Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

**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:

<p><b>Customer No.</b> <b>106560</b></p>
--

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
Filing Date December 13, 2012

Attorney Docket No. 32145-0009  
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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 13/713,525 filed on December 13, 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: **ANDREW SCOTT BRENNER**

Apr 15, 2013  
Date

  
Inventor Signature

**WITNESSED BY:**

4-5-13  
Date

J. Truong  
Witness (Signature)

Jeannie Truong  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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Legal name of inventor: **JARED T. BENSON**

8 JANUARY 2013  
Date

  
Inventor Signature

**WITNESSED BY:**

Jan 8 2013  
Date

  
Witness (Signature)

Judith S. Howe  
Witness (Printed Name)



**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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Attorney Docket No. 32145-0009  
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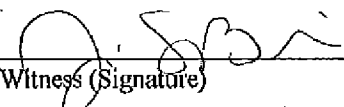
Legal name of inventor: **ERIC A. BREITBARD**

3/27/13  
Date

  
Inventor Signature

**WITNESSED BY:**

3/27/2013  
Date

  
Witness (Signature)  
Jessica Blair  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

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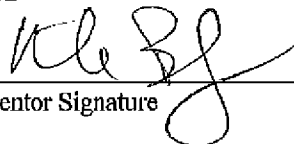
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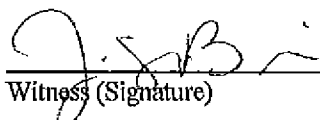
Legal name of inventor: **MICHAEL PATRICK BAUERLY**

MARCH 27, 2013  
Date

  
Inventor Signature

**WITNESSED BY:**

3/27/2013  
Date

  
Witness (Signature)  
Jessica Blair  
Witness (Printed Name)

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Legal name of inventor: **VINCENT G. UTTLEY**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Inventor Signature

**WITNESSED BY:**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness (Signature)

\_\_\_\_\_  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
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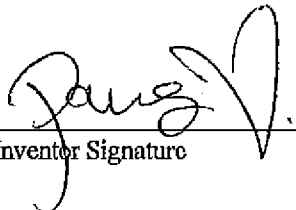
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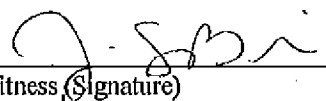
Legal name of inventor: **PANOS VASSILIADIS**

3/27/13  
Date

  
Inventor Signature

**WITNESSED BY:**

3/27/2013  
Date

  
Witness (Signature)

Jessica Blair  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
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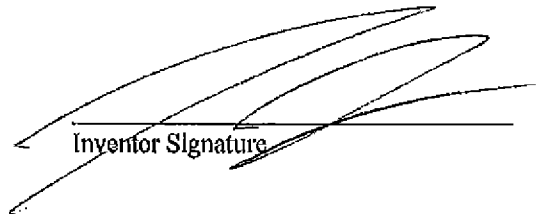
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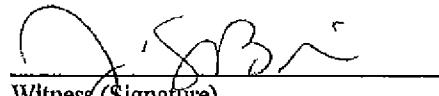
Legal name of inventor: **LOWELL W. GOSS**

3/27/2013  
Date

  
Inventor Signature

**WITNESSED BY:**

3/27/2013  
Date

  
Witness (Signature)  
Jessica Blair  
Witness (Printed Name)

**PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)**

U.S. Patent Appln. No. 13/713,525  
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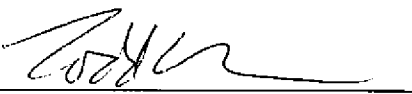
Legal name of inventor: **NATHAN DANIEL COX**

3/25/13  
Date

  
Inventor Signature

**WITNESSED BY:**

3/25/13  
Date

  
Witness (Signature)

Todd Paonessa  
Witness (Printed Name)

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**SUBSTITUTE STATEMENT IN LIEU OF AN OATH OR DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (35 U.S.C. 115(d) AND 37 CFR 1.64)**

<b>Title of Invention</b>	User Interface for Access of Content		
This statement is directed to:			
<input type="checkbox"/> The attached application,			
OR			
<input checked="" type="checkbox"/> United States application or PCT international application number <u>13/713,525</u> filed on <u>12/13/2012</u>			
<b>LEGAL NAME of inventor to whom this substitute statement applies:</b>			
(E.g., Given Name (first and middle (if any)) and Family Name or Surname)			
Vincent G. Uttley			
Residence (except for a deceased or legally incapacitated inventor): 98109			
City	Los Altos	State	CA
		Country	US
Mailing Address (except for a deceased or legally incapacitated inventor):			
410 Terry Avenue North			
City	Seattle	State	WA
		Zip	98108-5210
		Country	US
I believe the above-named inventor or joint inventor to be the original inventor or an original joint inventor of a claimed invention in the application.			
The above-identified application was made or authorized to be made by me.			
I hereby acknowledge that any willful false statement made in this statement is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.			
<b>Relationship to the inventor to whom this substitute statement applies:</b>			
<input type="checkbox"/> Legal Representative (for deceased or legally incapacitated inventor only),			
<input type="checkbox"/> Assignee,			
<input checked="" type="checkbox"/> Person to whom the inventor is under an obligation to assign,			
<input type="checkbox"/> Person who otherwise shows a sufficient proprietary interest in the matter (petition under 37 CFR 1.46 is required), or			
<input type="checkbox"/> Joint Inventor.			

[Page 1 of 2]

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## SUBSTITUTE STATEMENT

Circumstances permitting execution of this substitute statement:

- Inventor is deceased,
- Inventor is under legal incapacity,
- Inventor cannot be found or reached after diligent effort, or
- Inventor has refused to execute the oath or declaration under 37 CFR 1.63.

If there are joint inventors, please check the appropriate box below:

- An application data sheet under 37 CFR 1.76 (PTO/AIA/14 or equivalent) naming the entire inventive entity has been or is currently submitted.
- OR
- An application data sheet under 37 CFR 1.76 (PTO/AIA/14 or equivalent) has not been submitted. Thus, a Substitute Statement Supplemental Sheet (PTO/AIA/11 or equivalent) naming the entire inventive entity and providing inventor information is attached. See 37 CFR 1.64(b).

### WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

### PERSON EXECUTING THIS SUBSTITUTE STATEMENT:

Name: <b>Scott Hayden</b>	Date (Optional):		
Signature:			
Residence (unless provided in an application data sheet, PTO/AIA/14 or equivalent):			
City <b>Seattle</b>	State <b>WA</b>	Country <b>US</b>	
Mailing Address (unless provided in an application data sheet, PTO/AIA/14 or equivalent) <b>410 Terry Avenue North</b>			
City <b>Seattle</b>	State <b>WA</b>	Zip <b>98109-5210</b>	Country <b>US</b>
Note: Use an additional PTO/AIA/02 form for each inventor who is deceased, legally incapacitated, cannot be found or reached after diligent effort, or has refused to execute the oath or declaration under 37 CFR 1.63.			



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 13/713,525  
Filed : December 13, 2012  
Applicant : Andrew S. Brenner, et al.  
Title : User Interface for Access of Content  
  
Confirmation No. : 1618  
Art Unit : 2172  
Examiner : To Be Assigned  
  
Attorney Docket No. : 32145-0009  
Customer No. : 106560

SUBSTITUTE STATEMENT IN LIEU OF ASSIGNMENT

Application Serial Number 13/713,525 was authorized to be made by the Applicant, Amazon Technologies, Inc. Applicant believes inventor Vincent G. Uttley, also known as "Vincent Nakayama" and/or "Vincent Uttley-Nakayama", to be an original joint inventor of a claimed invention in the above-identified patent application. Applicant hereby states that inventor Vincent G. Uttley cannot be found or reached after diligent effort. Applicant asserts that inventor Vincent G. Uttley is under legal obligation to assign the rights to the above-identified patent application to the Applicant.

Respectfully submitted,



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Scott Hayden  
Vice President  
Amazon Technologies, Inc.

Date: July 9, 2013