

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Eric B. Fox	10/04/2011
RECEIVING PARTY DATA	
Name:	Amazon Technologies, Inc.
Street Address:	PO Box 8102
City:	Reno
State/Country:	NEVADA
Postal Code:	89507
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13253314
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ATTORNEY DOCKET NUMBER:	170106-1330
NAME OF SUBMITTER:	Jason M. Perilla
Signature:	/Jason M. Perilla/
Date:	08/08/2013
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Eric B. Fox
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Assignee:

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled
"IMPROVING DIVERSITY WITHIN SEARCH RESULTS" for which:

- ☒ a non-provisional application for United States Letters Patent:
- ☐ was filed on _____ and accorded U.S. Serial No. _____; or
- ☒ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby
authorizes and requests ASSIGNEE'S legal representatives, of Thomas, Kayden,
Horstemeyer & Risley, L.L.P., associated with Customer No. 71247, to insert here in
parenthesis (U.S. Serial No. 13/253,314, filed 10/5/2011) this APPLICATION's
U.S. Serial Number and filing date, when known.

WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of
the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and

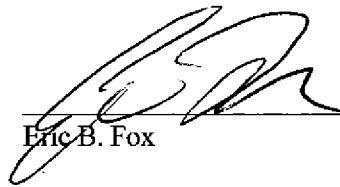
in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

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 improvements, 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 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 United States 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 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.

U.S. Patent Appln. No. 13/253,314
Filing Date October 5, 2011

Attorney Docket No. 170106-1330
Client Docket No. REG126968 2011PT

10/4/2011
Date


Eric B. Fox

WITNESSED BY:

Clu. Cay
Witness (Signature)

10/4/2011
Date

Michelle Murphy
Witness (Printed Name)