

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>ARNAUD MARIE FROMENT</td> <td>09/06/2013</td> </tr> <tr> <td>LEVON DOLBAKIAN</td> <td>08/28/2013</td> </tr> <tr> <td>KENNETH PAUL KIRALY</td> <td>08/28/2013</td> </tr> <tr> <td>SRINIVASAN SRIDHARAN</td> <td>08/08/2013</td> </tr> <tr> <td>JONATHAN WHITE KELJO</td> <td>07/18/2013</td> </tr> <tr> <td>NADIM AWAD</td> <td>08/28/2013</td> </tr> </tbody> </table>		Name	Execution Date	ARNAUD MARIE FROMENT	09/06/2013	LEVON DOLBAKIAN	08/28/2013	KENNETH PAUL KIRALY	08/28/2013	SRINIVASAN SRIDHARAN	08/08/2013	JONATHAN WHITE KELJO	07/18/2013	NADIM AWAD	08/28/2013
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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:</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 512.246.0988</p> <p>Email: uspto@lindauerip.com</p> <p>Correspondent Name: Lindauer Law, PLLC</p> <p>Address Line 1: PO BOX 170285</p> <p>Address Line 4: Austin, TEXAS 78717</p>															
ATTORNEY DOCKET NUMBER:	579-7036														
NAME OF SUBMITTER:	Robert T. Clarke, Jr.														

Signature:	/Robert T. Clarke, Jr. Reg. No. 60,630/
Date:	09/12/2013
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 10 source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page1.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page2.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page3.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page4.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page5.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page6.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page7.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page8.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page9.tif source=2013-09-12_P7207-US_579-7036_ASSIGNMENT_DECLARATION#page10.tif	

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 13/919,542
Filing Date June 17, 2013

Attorney Docket No. 579-7036
Client Docket No. P7207-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

ARNAUD MARIE FROMENT
410 Terry Avenue North
Seattle, WA 98109-5210

LEVON DOLBAKIAN
410 Terry Avenue North
Seattle, WA 98109-5210

KENNETH PAUL KIRALY
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SRINIVASAN SRIDHARAN
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JONATHAN WHITE KELJO
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Seattle, WA 98109-5210

NADIM AWAD
410 Terry Avenue North
Seattle, WA 98109-5210

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
“INTRODUCTION BASED ON LOCATION AND CONTENT USAGE DATA” for which a non-
provisional application for United States Letters Patent

- ☒ was filed on June 17, 2013 and accorded U.S. application no. 13/919,542; 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
Lindauer Law PLLC, associated with Customer No. 109263, to insert in the header above and here in
parentheses (U.S. application no. 13/919,542, filed June 17, 2013) 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

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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.

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

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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.

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.

109263

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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DECLARATION

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This declaration is directed to:

- ☐ the attached application; or
☒ United States application number 13/919,542 filed on June 17, 2013; or
☐ PCT international application number _____ filed on _____.

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

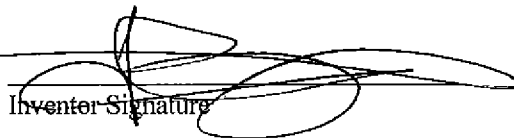
I believe that I am the original inventor or an original joint inventor of a claimed Invention in the application.

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: **ARNAUD MARIE FROMENT**

09/06/2013
Date


Inventor Signature

WITNESSED BY:

9/6/2013
Date

Helene Lami
Witness (Signature)

Giuliana Garcia
Witness (Printed Name)

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

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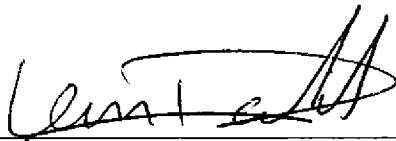
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Legal name of inventor: **LEVON DOLBAKIAN**

8/28/2013
Date


Inventor Signature

WITNESSED BY:

8/28/13
Date


Witness (Signature)
Howard Lee
Witness (Printed Name)

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Legal name of inventor: **KENNETH PAUL KIRALY**

8/28/2013
Date

K.P.K.
Inventor Signature

WITNESSED BY:

8/28/13
Date

HDL
Witness (Signature)
Howard Lee
Witness (Printed Name)

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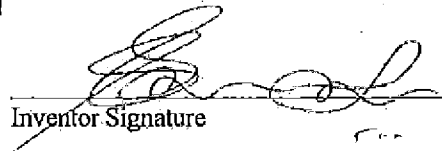
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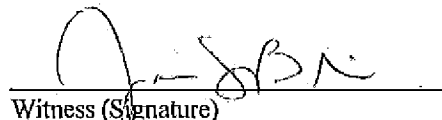
Legal name of inventor: **SRINIVASAN SRIDHARAN**

8/8/13
Date


Inventor Signature

WITNESSED BY:

8/8/2013
Date


Witness (Signature)
Jessica Blair
Witness (Printed Name)

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Legal name of inventor: **JONATHAN WHITE KELJO**

7/18/2013
Date


Inventor Signature

WITNESSED BY:
7/18/13
Date


Witness (Signature)
Lisa Drezner
Witness (Printed Name)

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Legal name of inventor: **NADIM AWAD**

08/28/13
Date

[Signature]
Inventor Signature

WITNESSED BY:

8/28/13
Date

[Signature]
Witness (Signature)

Howard Lee
Witness (Printed Name)