

## PATENT ASSIGNMENT COVER SHEET

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| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT            |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                |
| <b>CONVEYING PARTY DATA</b>   |                           |
| <b>Name</b>   | <b>Execution Date</b>     |
| BLAISE HILARY AGUERA Y ARCAS  | 05/01/2014                |
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| <b>State/Country:</b>   | WASHINGTON                |
| <b>Postal Code:</b>   | 98052                     |
| <b>PROPERTY NUMBERS Total: 1</b>  |                           |
| <b>Property Type</b>  | <b>Number</b>             |
| <b>Application Number:</b>  | 14265882                  |
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| <b>SIGNATURE:</b>   | /Tracy Powwell/           |
| <b>DATE SIGNED:</b>   | 05/09/2014                |
| <b>Total Attachments: 2</b>   |                           |
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| source=340618-01-Assignment-Aguera#page2.tif  |                           |

I Blaise Hilary Aguera y Arcas (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “Incentive-Based App Execution” (“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 April 30, 2014 and given Application No. 14/285882 by the following Office United States Patent and Trademark) this APPLICATION’s Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No \_\_\_\_\_ by the following Office “ \_\_\_\_\_ ”;

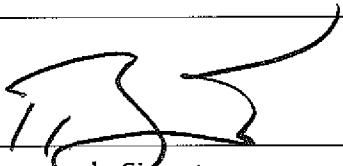
Microsoft Corporation, a Washington Corporation, on behalf of itself and its successors and assigns (“ASSIGNEE”), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in whole or in part, 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 |
|-----------------|-------------|--------|
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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, including the right of priority, in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in whole or in part, in and for the United States, its territories, and all foreign countries ("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).

|  |   |
|--|---|
| <br>_____<br>Inventor's Signature | <u>1 MAY 2014</u><br>_____<br>Date                                  |
| <u>Blaise Hilary Aguera y Arcas</u><br>_____<br>Printed Name in English  | _____<br>Printed Name in Native Language<br>(if other than English) |