502819826 05/22/2014

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
ANDREA C. STEVES	07/08/2011
SEBASTIAN LEHMANN	07/08/2011

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:	13171647

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	170105-1680
NAME OF SUBMITTER:	ARVIND REDDY
SIGNATURE:	/Arvind Reddy/
DATE SIGNED:	05/22/2014

Total Attachments: 4

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PATENT REEL: 032945 FRAME: 0861

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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Andrea C. Steves 410 Terry Avenue North Seattle, WA 98109-5210

Sebastian Lehmann 410 Terry Avenue North Seattle, WA 98109-5210

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

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled "Identification of Product Attributes" for which:

a non-provisional application for United States Letters Patent:
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, filed) 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;

Page 1 of 4

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, reexaminations 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 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.

7.08.2011

Date

Andrea C. Steves

WITNESSED BY:

Witness (Signature)

7-8-2011

Date

7/8/2011

Date

Sebastian Lehmann

WITNESSED BY:

Witness (Signature)

Date

Witness (Printed Name)

RECORDED: 05/22/2014