

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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EPAS ID: PAT3087071

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
ETHAN Z. EVANS	09/21/2010
LUIS FELIPE CABRERA	09/21/2010
HILLIARD BRUCE SIEGEL	09/20/2010
PETER N. DESANTIS	09/23/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Amazon Technologies, Inc.
<b>Street Address:</b>	PO Box 8102
<b>City:</b>	Reno
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89507
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12889918
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	206-224-2863
<b>Email:</b>	kpedersen@kilpatricktownsend.com
<b>Correspondent Name:</b>	KILPATRICK TOWNSEND & STOCKTON LLP
<b>Address Line 1:</b>	TWO EMBARCADERO CENTER
<b>Address Line 2:</b>	EIGHTH FLOOR
<b>Address Line 4:</b>	SAN FRANCISCO, CALIFORNIA 94111-3834
<b>ATTORNEY DOCKET NUMBER:</b>	90204-791195 (019900US)
<b>NAME OF SUBMITTER:</b>	KELLY PEDERSEN
<b>SIGNATURE:</b>	/Kelly Pedersen/
<b>DATE SIGNED:</b>	10/29/2014
<b>Total Attachments: 6</b>	
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PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Ethan Z. Evans  
410 Terry Ave North  
Seattle, WA 98109-5210

Luis Felipe Cabrera  
410 Terry Ave North  
Seattle, WA 98109-5210

Hilliard Bruce Siegel  
410 Terry Ave North  
Seattle, WA 98109-5210

Peter N. DeSantis  
410 Terry Ave North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
P.O. Box 8102  
Reno, NV 89507

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"CONTENT SELECTION AND DELIVERY FOR RANDOM DEVICES" 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 TOWNSEND and  
TOWNSEND and CREW LLP, Two Embarcadero Center, Eighth Floor, San Francisco,  
California 94111-3834, (925) 472-5000, associated with Customer No. 20350, to insert

here in parenthesis (U.S. Serial No. 12/889,918 , filed September 24, 2010 )

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 and its successors and assigns, the entire right, title and interest in and to said invention and improvements thereon, 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, any provisional applications or other domestic or foreign applications or documents setting forth the invention and to which this application claims priority, 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.







