### 503077985 11/26/2014

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3124589

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

#### **CONVEYING PARTY DATA**

Name	Execution Date
MICHAEL J. PATTEN	11/22/2014
JOON CHANG	11/24/2014

#### **RECEIVING PARTY DATA**

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City:	REDMOND	
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#### **PROPERTY NUMBERS Total: 1**

Property Type	Number
Application Number:	14553904

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ATTORNEY DOCKET NUMBER:	355812.01
NAME OF SUBMITTER:	CHRISTINE HARTNESS
SIGNATURE:	/Christine Hartness/
DATE SIGNED:	11/26/2014

#### **Total Attachments: 4**

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PATENT 503077985 REEL: 034270 FRAME: 0329

# PATENT ASSIGNMENT MS Docket No.: 355812.01

I <u>Michael J. Patten</u> ("ASS	SIGNOR") am the original	inventor or an original joint		
inventor of subject matter (	"INVENTION") disclosed	and/or claimed in a patent		
application entitled "ENTITY BA		·		
application chitica <u>Livilli ba</u> .	SED CONTENT SEEECTION	(ALLICATION), WINCH.		
ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEC parentheses (filed No. <u>14/553,904</u> I	ASSIGNOR hereby auth representative, Microsoft rosoft Way, Redmond, GAL REPRESENTATIVES), I on November 25, 2014 by the following Office US	Technology Licensing, Washington 98052 to insert here in and given Application - United States Patent		
	office) this APPLICATION's	Application No., Illing		
date, and Office, v	when known;			
	and was given by the following Office			
Microsoft Technology Lidebehalf of itself and its successive desirous of acquiring, the entire right of priority, in the INVENTI patents derived therefrom, successive the United States, its to DERIVATIVES"));	ssors and assigns ("ASSIO re and exclusive rights, ti ON and the APPLICATION h as continuing applicatio	tle and interest, including the (and all other applications and ns, in whole or in part, in and		
ASSIGNOR hereby	authorizes, and regi	uests, 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		
Application No.	Filling Date	Office		

Page 1 of 2

PATENT ASSIGNMENT	MRS TYDCKEL WOT	333014.01
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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).

Michael D. Patte	1700 2212014
Inventor's Signature	Date
Michael j. Patten	
Printed Name in English	Printed Name in Native Language (if other than English)

#### PATENT ASSIGNMENT

I <u>Joon Chang</u> ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "ENTITY BASED CONTENT SELECTION" ("APPLICATION"), which:

$\boxtimes$	will	be	filed	l. ASS	SIGNOR	here	oy aut	horize	s, and	requ	ests,
	ASSI	GNEI	E'S le	egal rep	resenta	tive, M	licrosof	t Tecl	nnology	Licen	sing,
	LLC.	, C	)ne	Microso	oft Wa	y, Re	edmond	l, Wa	ashingte	on 98	8052
	(ASS	IGNE	E'S	LEGAL	REPRE	SENTA	TIVES),	to	insert	here	in
	pare	nthe	ses (	(filed on	<u>Noven</u>	<u>ıber 2</u>	5, 201 <sub>4</sub>	<u>4</u> and	given	Applica	ation
	No.	14/5	53,9	<u>004</u> by t	ne follo	wing (	Office <u>U</u>	S – U	nited St	ates Pa	<u>atent</u>
	<u>and</u>	Trac	<u>lema</u>	rk Offic	e) this .	APPLIC	ATION'	s App	lication	No., 1	filing
	date	, and	d Offi	ce, whe	n knowr	ı;					

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No	by the following Office
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Microsoft Technology Licensing, LLC, a Washington limited liability company, 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

Page 1 of 2

MS Docket No.: 355812.01

Page 1 of 2 PATENT ASSIGNMENT MS Docket No.: 355812.01					

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

| 11・24・14 | Date | Date | Date | Printed Name in English | Printed Name in English | Printed Name in Native Language (if other than English)

and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

PATENT REEL: 034270 FRAME: 0333

**RECORDED: 11/26/2014**