

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3232116

|   |   |                       |
|---|---|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                          |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                              |                       |
| <b>CONVEYING PARTY DATA</b>   |   |                       |
|   | <b>Name</b>                             | <b>Execution Date</b> |
|   | SEAN M. SCOTT                           | 02/18/2010            |
| <b>RECEIVING PARTY DATA</b>   |   |                       |
| <b>Name:</b>  | AMAZON TECHNOLOGIES, INC.               |                       |
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| <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>         |
|   | Application Number:                     | 14202668              |
| <b>CORRESPONDENCE DATA</b>  |   |                       |
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| <b>ATTORNEY DOCKET NUMBER:</b>  | AM2-1431USC1                            |                       |
| <b>NAME OF SUBMITTER:</b>   | JOHN R.SWEET                            |                       |
| <b>SIGNATURE:</b>   | /John R.Sweet/                          |                       |
| <b>DATE SIGNED:</b>   | 02/19/2015                              |                       |
| <b>Total Attachments: 3</b>   |   |                       |
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**PATENT ASSIGNMENT**

**PARTIES TO THE ASSIGNMENT**

Assignor(s):

Seam M. Scott  
1200 12<sup>TH</sup> Avenue South, Suite 1200  
Seattle, WA 98144-2734

Assignee:

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

**AGREEMENT**

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled  
"CUSTOMIZED PRODUCT DISPLAY" for which:

☒ a non-provisional application for United States Letters Patent:

☒ was filed on December 9, 2009 and accorded U.S. Serial No. 12/634,287; or

☐ will be filed without this executed PATENT ASSIGNMENT. ASSIGNOR hereby  
authorizes and requests ASSIGNEE'S legal representatives, of  
HOPE BALDAUFF HARTMAN, LLC at 1720 Peachtree Street, N.W., Suite 1010,  
Atlanta, Georgia 30309, associated with Customer No. 53377, to insert here in  
parenthesis (U.S. Serial No. \_\_\_\_\_, filed \_\_\_\_\_) this  
APPLICATION's U.S. Serial Number and filing date, when known.

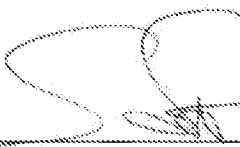
WHEREAS, Amazon Technologies, Inc. (hereinafter referred to as ASSIGNEE), a corporation of  
the State of Nevada, is desirous of acquiring the entire right, title and interest in and to the invention and  
in and to any letters patent that may be granted therefor in the United States and in any and all foreign  
countries;

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, 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.

U.S. Patent Appln. No. 12/634,287  
Filing Date December 9, 2009

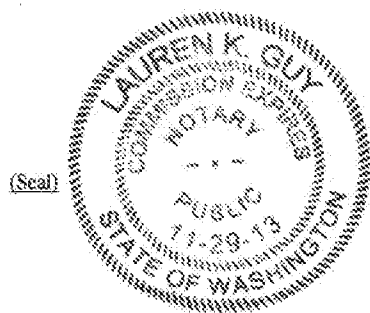
Attorney Docket No. 60082.0008US01  
Client Docket No. REG93288 2009 PT

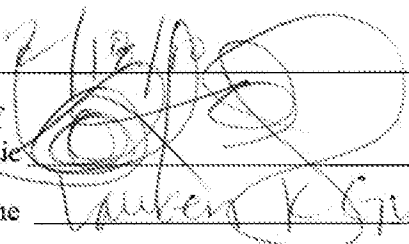
2/18/10  
Date

  
Sean M. Scott

State of Washington )  
County of King ) ss:

I certify that I know or have satisfactory evidence that Sean M. Scott is the person who personally appeared before me and acknowledged that he/she signed the foregoing Patent Assignment and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 2/18/10  
Signature of Notary Public   
Printed Name Lauren K. Guy  
My commission expires 11-29-13