

## 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>	
	JONATHAN LEE BURSTEIN	04/09/2015	
	JIM HUANG	04/09/2015	
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AMAZON TECHNOLOGIES, INC.		
<b>Street Address:</b>	PO BOX 81226		
<b>City:</b>	SEATTLE		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98108-1226		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	
	<b>Application Number:</b>	14667521	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)853-8806		
<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>	404-853-8000		
<b>Email:</b>	gabbie.clement@sutherland.com		
<b>Correspondent Name:</b>	SUTHERLAND ASBILL & BRENNAN LLP		
<b>Address Line 1:</b>	999 PEACHTREE STREET NE		
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	25396-0517		
<b>NAME OF SUBMITTER:</b>	MALVERN U. GRIFFIN III		
<b>SIGNATURE:</b>	/Malvern U. Griffin III/		
<b>DATE SIGNED:</b>	06/17/2015		
	This document serves as an Oath/Declaration (37 CFR 1.63).		
<b>Total Attachments: 5</b>			
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PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/667,521  
Filing Date March 24, 2015

Attorney Docket No. 25396-0517  
Client Docket No. P23410-US

PARTIES TO THE ASSIGNMENT

Assignor(s):

JONATHAN LEE BURSTEIN  
410 Terry Avenue North  
Seattle, WA 98109-5210

JIM HUANG  
410 Terry Avenue North  
Seattle, WA 98109-5210

Assignee:

Amazon Technologies, Inc.  
PO Box 81226  
Seattle, WA 98108-1226

AGREEMENT

WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an invention entitled

"OPTIMIZATION OF REAL-TIME PROBABILISTIC MODEL EVALUATION FOR ONLINE ADVERTISING"

(Invention) for which a non-provisional application for United States Letters Patent

- ☒ was filed on March 24, 2015 and accorded U.S. application no. 14/667,521; or
- ☐ will be filed concurrently with the submission of this executed PATENT ASSIGNMENT for recordation.

ASSIGNOR(S) hereby authorizes and requests ASSIGNEE'S legal representatives, of

Sutherland Asbill & Brennan LLP, associated with Customer No. 126647, to insert in the header above and here in parentheses (U.S. application no. 14/667,521, filed March 24, 2015) this application's U.S. application number and filing date, when known.

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WHEREAS, ASSIGNEE, a corporation of the State of Delaware, 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 any improvements thereto, 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 provisional, 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 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.

AND ASSIGNOR(S) DOES HEREBY sell, assign, transfer, and convey to ASSIGNEE, its successors, legal representatives, and assigns all claims for damages and all remedies arising out of any violation of the rights assigned hereby that may have accrued prior to the date of assignment to ASSIGNEE, or may

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accrue hereafter, including, but not limited to, the right to sue for, collect, and retain damages for past infringements of said letters patent before or after issuance.

AND ASSIGNOR(S) DOES HEREBY covenant and agree that ASSIGNOR(S) will communicate to said ASSIGNEE, its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Invention or said application, and testify in any legal proceeding, assist in the preparation of any other patent property relating to the application and the Invention or any improvements made thereto, sign/execute all lawful papers, provide all requested documents, execute and make all rightful oaths and/or declarations in connection with the application and the Invention including any improvements made thereto, any patent applications filed therefrom, and any continuing application filed from any of the aforementioned applications, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for the Invention in all countries. These provisions are binding upon our heirs, legal representatives, administrators, and assigns.

CORRESPONDENCE ADDRESS

I hereby direct all correspondence and telephone calls in connection with this application be addressed to the number associated with the customer number listed below, which is:

Customer No.

126647

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/667,521  
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Client Docket No. P23410-US

DECLARATION

As a below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ the attached application; or  
☒ United States application number 14/667,521 filed on March 24, 2015; or  
☐ PCT international application number \_\_\_\_\_ filed on \_\_\_\_\_.

The above-identified application was made or authorized to be made by me.


I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

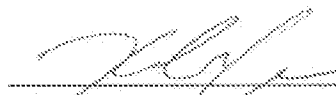
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 USC 1001 by fine or imprisonment of not more than five (5) years, or both.

Legal name of inventor:  
**JONATHAN LEE BURSTEIN**

WITNESSED BY:

  
\_\_\_\_\_  
Inventor Signature

9 April 2015  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Witness Signature

Kelvin Lau  
\_\_\_\_\_  
Witness (Printed Name)

April 9, 2015  
\_\_\_\_\_  
Date

PATENT ASSIGNMENT AND DECLARATION (37 CFR 1.63)

U.S. Patent Appln. No. 14/667,521  
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- ☐ the attached application; or  
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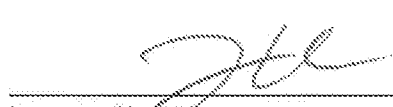
I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

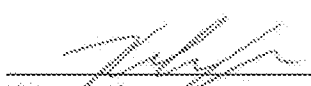
I have reviewed and understand the contents of the above-identified application, and acknowledge the duty to disclose to the US Patent & Trademark Office all information known to me to be material to the patentability as defined in 37 CFR 1.56.

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Legal name of inventor:  
**JIM HUANG**

WITNESSED BY:

  
\_\_\_\_\_  
Inventor Signature

  
\_\_\_\_\_  
Witness Signature

April 9th, 2015  
Date

Kelvin Lau  
Witness (Printed Name)

April 9, 2015  
Date