

|                                      |
|--------------------------------------|
| <b>PATENT ASSIGNMENT COVER SHEET</b> |
|--------------------------------------|

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT3418006

|   |                                      |
|---|--------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT                           |
| <b>CONVEYING PARTY DATA</b>   |                                      |
| <b>Name</b>   | <b>Execution Date</b>                |
| SUNIL SINGH PARIHAR   | 02/28/2012                           |
| STEFAN M. HANEY   | 03/07/2012                           |
| TOBIN J. WELDELE  | 03/09/2012                           |
| ALEXANDER HRISTOV   | 02/28/2012                           |
| JOHN E. DARROW  | 02/28/2012                           |
| STUART ROSS HOBBIE  | 02/28/2012                           |
| DYLAN NOONEY  | 02/28/2012                           |
| <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>  | 14729201                             |
| <b>CORRESPONDENCE DATA</b>  |                                      |
| <b>Fax Number:</b>  | (770)951-0933                        |
| <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>   | 770-933-9500                         |
| <b>Email:</b>   | claudia.lorenz@thomashorstemeyer.com |
| <b>Correspondent Name:</b>  | THOMAS HORSTEMEYER, LLP              |
| <b>Address Line 1:</b>  | 400 INTERSTATE NORTH PKWY SE         |
| <b>Address Line 2:</b>  | SUITE 1500                           |
| <b>Address Line 4:</b>  | ATLANTA, FLORIDA 30339               |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 170107-1041                          |
| <b>NAME OF SUBMITTER:</b>   | JOHN L. LYON                         |
| <b>SIGNATURE:</b>   | /John L. Lyon/                       |
| <b>DATE SIGNED:</b>   | 06/29/2015                           |

PATENT

**Total Attachments: 10**

source=02211674#page1.tif  
source=02211674#page2.tif  
source=02211674#page3.tif  
source=02211674#page4.tif  
source=02211674#page5.tif  
source=02211674#page6.tif  
source=02211674#page7.tif  
source=02211674#page8.tif  
source=02211674#page9.tif  
source=02211674#page10.tif

PATENT ASSIGNMENT

PARTIES TO THE ASSIGNMENT

Assignor(s):

Sunil Singh Parihar  
410 Terry Avenue North  
Seattle, WA 98109-5210

Stefan M. Hancy  
410 Terry Avenue North  
Seattle, WA 98109-5210

Tobin J. Weldele  
410 Terry Avenue North  
Seattle, WA 98109-5210

Alexander Hristov  
410 Terry Avenue North  
Seattle, WA 98109-5210

John E. Darrow  
410 Terry Avenue North  
Seattle, WA 98109-5210

Stuart Ross Hobbie  
410 Terry Avenue North  
Seattle, WA 98109-5210

Dylan Nooney  
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

"Adaptive Information Regions Displaying Content Associated With An Electronic Commerce System" or which:

- a non-provisional application for United States Letters Patent;
- was filed on February 24, 2012 and accorded U.S. Serial No. 13/404,344; or
- 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;

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.

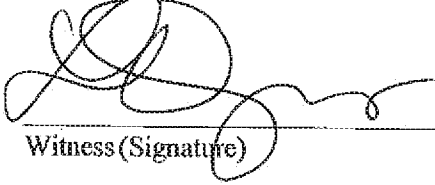


\_\_\_\_\_  
Sunil Singh Parihar

2/28/2012

\_\_\_\_\_  
Date

**WITNESSED BY:**

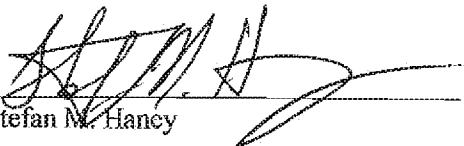


\_\_\_\_\_  
Witness (Signature)

2-28-12

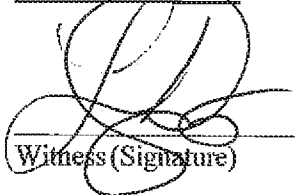
\_\_\_\_\_  
Date

Lisa Drezner  
Witness (Printed Name)

  
Stefan M. Hancy

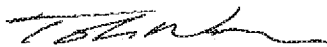
3/7/2012  
Date

WITNESSED BY:

  
Witness (Signature)

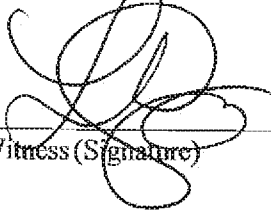
3-7-12  
Date

Lisa Drezner  
Witness (Printed Name)

  
\_\_\_\_\_  
Tobin J. Weldele

3/9/12  
\_\_\_\_\_  
Date

**WITNESSED BY:**

  
\_\_\_\_\_  
Witness (Signature)

3-9-12  
\_\_\_\_\_  
Date

Lisa Drezner  
\_\_\_\_\_  
Witness (Printed Name)



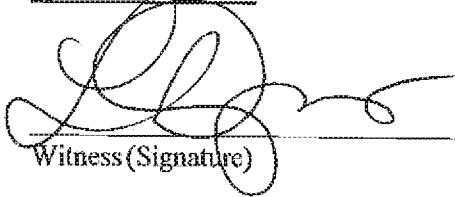


Alexander Hristov

2/28/2012

Date

WITNESSED BY:



Witness (Signature)

2/28/12

Date

Lisa Drezner

Witness (Printed Name)

John E. Darrow  
John E. Darrow

02/28/2012  
Date

**WITNESSED BY:**

Ch. Wey  
Witness (Signature)

2/28/12  
Date

Michelle Murphy  
Witness (Printed Name)

Stuart Ross Hobbie  
Stuart Ross Hobbie

2/28/2012  
Date

**WITNESSED BY:**

[Signature]  
Witness (Signature)

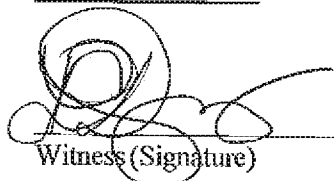
2-28-12  
Date

Lisa Drezner  
Witness (Printed Name)

Dylan Nooney  
Dylan Nooney

2/28/2012  
Date

**WITNESSED BY:**

  
Witness (Signature)

2-28-12  
Date

Lisa Dornes  
Witness (Printed Name)