

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
YING-QING XU	10/21/2015
SHIPENG LI	10/15/2015
JINFENG ZHUANG	12/21/2015
BO ZHANG	10/19/2015
PENG XU	10/19/2015
TAO MEI	10/10/2015
RECEIVING PARTY DATA	
Name:	MICROSOFT TECHNOLOGY LICENSING, LLC
Street Address:	ONE MICROSOFT WAY
City:	REDMOND
State/Country:	WASHINGTON
Postal Code:	98052
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	14299778
CORRESPONDENCE DATA	
Fax Number:	(816)421-5547
<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>	
Phone:	8164746550
Email:	dstrecker@shb.com
Correspondent Name:	SHOOK, HARDY AND BACON, LLP
Address Line 1:	2555 GRAND BLVD
Address Line 4:	KANSAS CITY, MISSOURI 64108
ATTORNEY DOCKET NUMBER:	331978.02/MFCP.217761
NAME OF SUBMITTER:	ASHLEY N. STURGEON
SIGNATURE:	/ASHLEY N. STURGEON/
DATE SIGNED:	01/29/2016
Total Attachments: 12	

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PATENT ASSIGNMENT

I Tao Mei (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “User Behavior Model For Contextual Personalized Recommendation” (“APPLICATION”), which:

will be filed. ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S legal representative, Microsoft Technology Licensing, LLC., One Microsoft Way, Redmond, Washington 98052 (ASSIGNEE’S LEGAL REPRESENTATIVES), to insert here in parentheses (filed on _____ and given Application No. _____ by the following Office _____) this APPLICATION’s Application No., filing date, and Office, when known;

was filed on June 9, 2014 and was given Application No. 14/299,778 by the following Office “US – United States Patent and Trademark Office”;

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”));

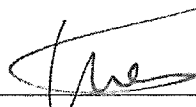
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For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, ASSIGNOR's entire and exclusive rights, title and interest, including the right of priority, 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).

 _____ Inventor's Signature	Oct. 10, 2015 _____ Date
Tao Mei _____ Printed Name in English	梅涛 _____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I Ying-Qing Xu (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “User Behavior Model For Contextual Personalized Recommendation” (“APPLICATION”), which:

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 _____ Inventor's Signature	<u>Oct. 21 2015</u> _____ Date
Ying-Qing Xu _____ Printed Name in English	 _____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I Shipeng Li (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “User Behavior Model For Contextual Personalized Recommendation” (“APPLICATION”), which:

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	10/15/2015
_____ Inventor's Signature	_____ Date
Shipeng Li	李世鹏
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I Jinfeng Zhuang ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "User Behavior Model For Contextual Personalized Recommendation" ("APPLICATION"), which:

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	12/21/2015
_____ Inventor's Signature	_____ Date
Jinfeng Zhuang	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I Bo Zhang ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "User Behavior Model For Contextual Personalized Recommendation" ("APPLICATION"), which:

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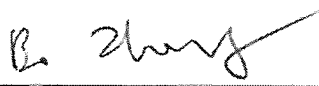
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	10 / 19 / 2015
_____ Inventor's Signature	_____ Date
Bo Zhang	张波
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

PATENT ASSIGNMENT

I Peng Xu ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "User Behavior Model For Contextual Personalized Recommendation" ("APPLICATION"), which:

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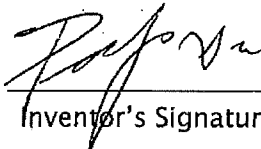
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	10/19/2015
Inventor's Signature	Date
Peng Xu	徐 鹏
Printed Name in English	Printed Name in Native Language (if other than English)