503671567 01/29/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT3718202

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

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.

Phone: 8164746550

Email: dstrecker@shb.com

Correspondent Name: SHOOK, HARDY AND BACON, LLP

Address Line 1: 2555 GRAND BLVD

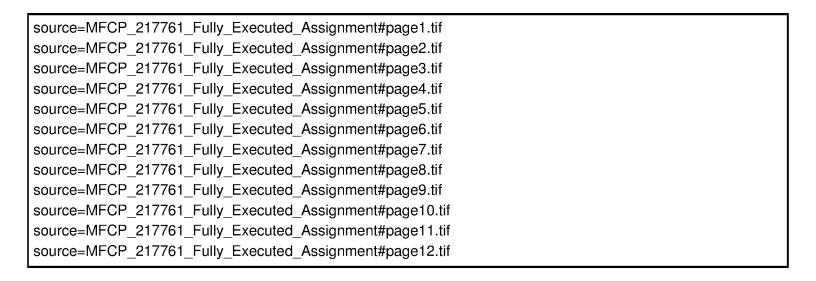
Address Line 4: KANSAS CITY, MISSOURI 64108

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

PATENT REEL: 037621 FRAME: 0155

503671567



subject mat	ter ("INVENTION")	disclosed and/or claimed	r or an original joint inventor of in a patent application entitled ommendation" ("APPLICATION")
	ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEG parentheses (file No. Office	ASSIGNOR hereby aut representative, Microsoft crosoft Way, Redmond GAL REPRESENTATIVES), d on by	ft Technology Licensing, d, Washington 98052 to insert here in and given Application the following _) this APPLICATION's
	No <u>14/299,778</u>	9, 2014 and was given A by the fo ent and Trademark Office	llowing Office " <u>US –</u>
behalf of its desirous of a right of prior patents deriv	self and its succe acquiring, the enti ity, in the INVENTI red therefrom, suc ted States, its	essors and assigns ("ASS re and exclusive rights, to ION and the APPLICATION th as continuing application	on limited liability company, on IGNEE"), is entitled to, and is title and interest, including the (and all other applications and ons, in whole or in part, in and eign countries ("APPLICATION")
	ΓIVES to insert t	authorizes, and req he Application No., filir TION DERIVATIVES after t	ng date, and Office into the
Application N		Filing Date	Office

Page 1 of 2

p	Δ'	TEN	IT	A	22	G	M	ME	V

1	,
1	
ı	
Ł	,
ş	
ŧ	
1	, I
ï	·
3	

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"));

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

inventor of subject matte	r ("INVENTION") disclos ser Behavior Model	inal inventor or an original joint sed and/or claimed in a patent For Contextual Personalized
ASSIGNEE'S le LLC., One (ASSIGNEE'S parentheses (No. Office	gal representative, Micro Microsoft Way, Redm LEGAL REPRESENTATIV filed onby	and given Application the following) this APPLICATION's
No <u>14/299,7</u> <u>United States I</u> Microsoft Technology behalf of itself and its su	ccessors and assigns (".	e following Office " <u>US –</u> fice"; ngton limited liability company, on ASSIGNEE"), is entitled to, and is
desirous of acquiring, the eright of priority, in the INVE patents derived therefrom,	entire and exclusive right NTION and the APPLICAT such as continuing applic	ts, title and interest, including the ION (and all other applications and cations, in whole or in part, in and foreign countries ("APPLICATION
•	t the Application No.,	requests, ASSIGNEE'S LEGAL filing date, and Office into the ter they are known:
Application No.	Filing Date	Office

Page 1 of 2

					1	A	T	1	Α.	55	K	N.	MI	11	2				34	 	 - consistent

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

Ying-Qing Xu

Printed Name in English

0x. N 1013

Date

Printed Name in Native Language

(if other than English)

I <u>Shipeng Li</u> ("ASSIGNOI of subject matter ("INVENTIO entitled "User Behavior Mo ("APPLICATION"), which:	N") disclosed and/or cla	•								
ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEC parentheses (filed No. Office	ASSIGNOR hereby authorepresentative, Microsoft rosoft Way, Redmond GAL REPRESENTATIVES), donby	Technology Licensing, Washington 98052 to insert here in and given Application the following) this APPLICATION's								
No <u>14/299,778</u>	9, 2014 and was given Ap by the fol ent and Trademark Office";	lowing Office " <u>US –</u>								
behalf of itself and its succe desirous of acquiring, the enti right of priority, in the INVENTI patents derived therefrom, suc	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"));									
•		uests, ASSIGNEE'S LEGAL								
REPRESENTATIVES to insert the following table for any APPLICA										
Application No.	Filing Date	Office								

Page 1 of 2

1	
1	
l I	
1	Į.
1	ì

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"));

Amull.	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)

inventor of subject matter	"INVENTION") disclosed Behavior Model Fo	inventor or an original joint and/or claimed in a patent or Contextual Personalized
ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEG parentheses (file No. Office	ASSIGNOR hereby authorepresentative, Microsoft crosoft Way, Redmond GAL REPRESENTATIVES), don by	Technology Licensing, Washington 98052 to insert here in and given Application the following) this APPLICATION's
No <u>14/299,778</u>	9, 2014 and was given Ap by the folent and Trademark Office";	lowing Office " <u>US –</u>
Microsoft Technology Liebehalf of itself and its succe desirous of acquiring, the entiright of priority, in the INVENTI patents derived therefrom, sucfor the United States, its to DERIVATIVES"));	ssors and assigns ("ASSI 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 REPRESENTATIVES to insert the second secon	•	uests, ASSIGNEE'S LEGAL
following table for any APPLICA		
Application No.	Filing Date	Office

Page 1 of 2

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")):

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

	TATEM ASSIGNMENT	
subject matter ("INVENTION")	disclosed and/or claimed	or an original joint inventor of in a patent application entitled mmendation" ("APPLICATION"),
ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEG parentheses (file No. Office	ASSIGNOR hereby authorepresentative, Microsoft crosoft Way, Redmond GAL REPRESENTATIVES), don by	Technology Licensing, Washington 98052 to insert here in and given Application the following this APPLICATION's
No <u>14/299,778</u>	9, 2014 and was given Ap by the folent and Trademark Office"	lowing Office " <u>US –</u>
Microsoft Technology Liberal of itself and its succession desirous of acquiring, the entiright of priority, in the INVENTI patents derived therefrom, succession the United States, its its DERIVATIVES"));	ssors and assigns ("ASSI re and exclusive rights, ti ON and the APPLICATION h as continuing application	tle and interest, including the (and all other applications and ons, in whole or in part, in and
ASSIGNOR hereby REPRESENTATIVES to insert to following table for any APPLICA	• •	g date, and Office into the
Application No.	Filing Date	Office
	9 = 4.0	

Page 1 of 2

D/	17	ren	JT	Δ	SS	11	71	JA	1EN	17

9		
3		
000		
ŀ		
1		
j		

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"));

B 2hours	10/19/2015
Inventor's Signature	Date
Bo Zhang	
Printed Name in English	Printed Name in Native Language
	(if other than English)

		TATENT ASSIGNMENT	
subject mat	ter ("INVENTION")	disclosed and/or claimed	or an original joint inventor o in a patent application entitled ommendation" ("APPLICATION")
	ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LE parentheses (file No. Office	ASSIGNOR hereby autorosoft representative, Microsoft crosoft Way, Redmond GAL REPRESENTATIVES), and onby filing date, and Office, who	t Technology Licensing, l, Washington 98052 to insert here in and given Application the following _) this APPLICATION's
	No <u>14/299,778</u>	9, 2014 and was given Ap B by the folent and Trademark Office"	lowing Office " <u>US –</u>
behalf of its desirous of a right of prior patents deriv	self and its succe acquiring, the enti- rity, in the INVENT yed therefrom, suc- ited States, its	essors and assigns ("ASSI ire and exclusive rights, t ION and the APPLICATION th as continuing application	on limited liability company, on GNEE"), is entitled to, and is itle and interest, including the (and all other applications and ons, in whole or in part, in and ign countries ("APPLICATION
	TIVES to insert t	·	uests, ASSIGNEE'S LEGAL g date, and Office into the nev are known:
Application N		Filing Date	Office

Page 1 of 2

		· I
		i i
•	•	!
	i i	Į .
	i	1
•		1

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).

The form 10/19/2015
Inventor's Signature Date

Peng Xu

Printed Name in English

Printed Name in Native Language (if other than English)