

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3793629

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
DMITRIY MEYERZON	03/14/2016
DAVID M. COHEN	03/16/2016
ADAM FORD	03/14/2016
ANDREW C. HAON	03/16/2016
RYAN NAKHOUL	03/14/2016
JASON GLENN SILVIS	03/14/2016
VIDYA SRINIVASAN	03/17/2016
DENISE TRABONA	03/15/2016
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MICROSOFT TECHNOLOGY LICENSING, LLC
<b>Street Address:</b>	ONE MICROSOFT WAY
<b>City:</b>	REDMOND
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98052
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	15075681
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(509)944-4692
<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>	509-324-9256
<b>Email:</b>	cherylc@leehayes.com
<b>Correspondent Name:</b>	LEE & HAYES, PLLC
<b>Address Line 1:</b>	601 W. RIVERSIDE AVE, SUITE 1400
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	MS1-6444US
<b>NAME OF SUBMITTER:</b>	CHERYL CAMPBELL
<b>SIGNATURE:</b>	/Cheryl Campbell/

**DATE SIGNED:**

03/21/2016

**Total Attachments: 16**

source=1 HF4678#page1.tif  
source=1 HF4678#page2.tif  
source=1 HF4678#page3.tif  
source=1 HF4678#page4.tif  
source=1 HF4678#page5.tif  
source=1 HF4678#page6.tif  
source=1 HF4678#page7.tif  
source=1 HF4678#page8.tif  
source=1 HF4678#page9.tif  
source=1 HF4678#page10.tif  
source=1 HF4678#page11.tif  
source=1 HF4678#page12.tif  
source=1 HF4678#page13.tif  
source=1 HF4678#page14.tif  
source=1 HF4678#page15.tif  
source=1 HF4678#page16.tif

I, Dmitriy Meyerzon ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ by the following Office US - United States Patent and Trademark Office;

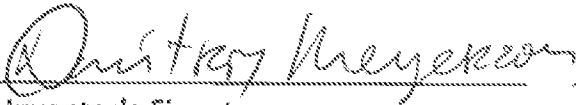
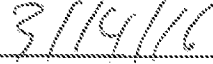
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known:

Application No.	Filing Date	Office


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	Date
Dmitriy Meyerzon	
Printed Name in English	Printed Name in Native Language (if other than English)

I David M Cohen (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US – United States Patent and Trademark Office) this APPLICATION’s Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ 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”));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE’S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office


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).

	March 16, 2016
_____ Inventor's Signature	_____ Date
David M Cohen	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)

I Adam Ford ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ 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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office


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).

	03/14/2016
_____ Inventor's Signature	_____ Date
Adam Ford	
_____ Printed Name in English	_____ Printed Name in Native Language (if other than English)



I Andrew C. Haon ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ by the following Office US - United States Patent and Trademark Office;

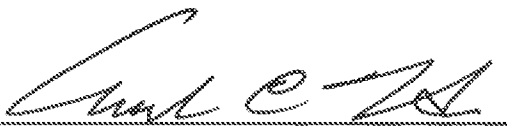
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office


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).

	<u>3/16/16</u>
Inventor's Signature	Date
Andrew C. Haon	
Printed Name in English	Printed Name in Native Language (if other than English)

I Ryan Nakhoul ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ by the following Office US - United States Patent and Trademark Office;

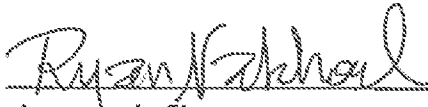
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office


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).

	<u>03/14/2016</u>
Inventor's Signature	Date
Ryan Nakhoul	
Printed Name in English	Printed Name in Native Language (if other than English)

I Jason Glenn Silvis ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ by the following Office US - United States Patent and Trademark Office;

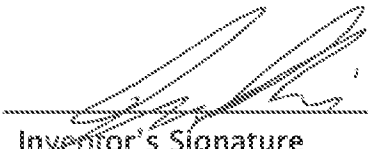
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office


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).

	<u>3/14/16</u>
Inventor's Signature	Date
Jason Glenn Silvis	
Printed Name in English	Printed Name in Native Language (if other than English)

I Vidya Srinivasan ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ by the following Office US - United States Patent and Trademark Office;

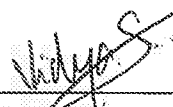
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known:

Application No.	Filing Date	Office


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	03/17/2016 _____ Date
Vidya Srinivasan _____ Printed Name in English	_____ Printed Name in Native Language (if other than English)



**PATENT ASSIGNMENT**

MS Docket No.: 359250.01

Attorney Docket No.: MS1- 6444US

I, Denise Trabona ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled

USER INTERFACES FOR PERSONALIZED CONTENT 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 March 21, 2016 and given Application No. 15/075,681 by the following Office US - United States Patent and Trademark Office) this APPLICATION's Application No., filing date, and Office, when known;

was filed on \_\_\_\_\_ and was given Application No. \_\_\_\_\_ 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"));

ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office

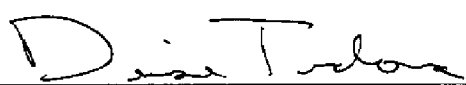
PATENT ASSIGNMENT

MS Docket No.: 359250.01

Attorney Docket No.: MS1- 6444US


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).

	<u>3/15/16</u>
Inventor's Signature	Date
Denise Trabona	
Printed Name in English	Printed Name in Native Language (if other than English)