503820141 05/10/2016

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
TOBIAS ALEXANDER GROSSE-PUPPENDAHL	02/29/2016
JAMES SCOTT	02/26/2016
STEPHEN EDWARD HODGES	02/29/2016
JOHN FRANCISCUS MARIE HELMES	02/29/2016
STUART ALASTAIR TAYLOR	02/29/2016
NICHOLAS YEN-CHERNG CHEN	02/29/2016
PASCAL KNIERIM	02/29/2016
GAVIN WOOD	02/29/2016
JOSH FROMM	02/29/2016
ALBRECHT SCHMIDT	02/29/2016

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:	15058012

CORRESPONDENCE DATA

Fax Number: (509)323-8979

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: 5093249256

Email: cherri@leehayes.com LEE & HAYES, PLLC Correspondent Name: Address Line 1: 601 WEST RIVERSIDE

Address Line 2: **SUITE 1400**

Address Line 4: SPOKANE, WASHINGTON 99201

ATTORNEY DOCKET NUMBER: MS6-0370US

REEL: 038540 FRAME: 0082 503820141

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NAME OF SUBMITTER:	CHERRI A. SIMON
SIGNATURE:	/Cherri A. Simon/
DATE SIGNED:	05/10/2016
Total Attachments: 20	
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PATENT REEL: 038540 FRAME: 0083

PAT	ENT ASSIGNMENT	MS Docket No.: <u>358995.01</u>
inventor or an original jo	int inventor of subject m ication entitled " <u>UPDATII</u>	<u>HL</u> ("ASSIGNOR") am the origin atter ("INVENTION") disclosed and/ <u>NG DISPLAYS BASED ON ATTENTIC</u>
ASSIGNEE'S LLC., One M LEGAL REPF on <u>March 1, 1</u> the followi	legal representative, Micicrosoft Way, Redmond, V RESENTATIVES), to inser 2016 and given App ng Office <u>US Patent and</u>	y authorizes, and requests, crosoft Technology Licensing, Washington 98052 (ASSIGNEE'S there in parentheses (filed plication No. 15/058,012 by d Trademark Office) this date, and Office, when known;
No	and was by the following ";	
behalf of itself and its suc of acquiring, the entire a priority, in the INVENTION derived therefrom, such a	cessors and assigns ("ASS and exclusive rights, title I and the APPLICATION (a as continuing application	shington limited liability company, of GIGNEE"), is entitled to, and is desiron and interest, including the right and all other applications and patents, in whole or in part, in and for the control of
•	, ,	ASSIGNEE'S LEGAL REPRESENTATIV
APPLICATION DERIVATIVE	_	fice into the following table for a
Application No.	Filing Date	Office

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).

TWRquedald	February 29 th , 2016
Inventor's Signature	Date
Tobias Alexander GROSSE- PUPPENDAHL	
Printed Name in English	Printed Name in Native Language (if other than English)

MS Docket No.: 358995.01

inventor of	subject matter (' entitled " <u>UPDATIN</u> ('INVENTION") disclosed	inventor or an original join and/or claimed in a paten ATTENTION TRACKING DATA
	ASSIGNEE'S legal LLC., One Micro (ASSIGNEE'S LEGo parentheses (filed No. 15/058 Office US Patent	ASSIGNOR hereby auth representative, Microsoft rosoft Way, Redmond, AL REPRESENTATIVES), I on March 1, 2016 by and Trademark Office whe	Technology Licensing, Washington 98052 to insert here in and given Application the following) this APPLICATION's
		and was given by the following Office ";	
behalf of its desirous of a right of prior patents deriv	self and its succestacquiring, the entirely in the INVENTION of therefrom, suclited States, its t	ssors and assigns ("ASSIG re and exclusive rights, ti ON and the APPLICATION of as continuing application	n limited liability company, or GNEE"), is entitled to, and is tle and interest, including the (and all other applications and in whole or in part, in and gn countries ("APPLICATION
	•	authorizes, and requ	uests, ASSIGNEE'S LEGAL g date, and Office into the
		TION DERIVATIVES after th	<u>.</u>
Application 1		Filing Date	Office

PA	PATENT ASSIGNMENT		MS Docket No.:	358995.01

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).

SSA	
-	26 Feb 2016
Inventor's Signature	Date
James SCOTT	
Printed Name in English	Printed Name in Native Language
	(if other than English)

original join patent appli	t inventor of subje	ect matter ("INVENTION") PDATING DISPLAYS BASE	the original inventor or and disclosed and/or claimed in a DON ATTENTION TRACKING
	ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEG parentheses (file) No15/058 OfficeUS Patent	ASSIGNOR hereby authorepresentative, Microsoft rosoft Way, Redmond GAL REPRESENTATIVES), don March 1, 2016 by and Trademark Office, whe	Technology Licensing, Washington 98052 to insert here in and given Application the following) this APPLICATION's
	No	and was given by the following Offic ";	
behalf of its desirous of a right of prior patents deriv	self and its succe acquiring, the enti rity, in the INVENTI ved therefrom, suc ited States, its	ssors and assigns ("ASSI re and exclusive rights, t ON and the APPLICATION h as continuing application	on limited liability company, or 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
REPRESENTA	TIVES to insert t	,	uests, ASSIGNEE'S LEGAI g date, and Office into the
Application N	·····	Filing Date	Office

PATENT	PATENT ASSIGNMENT		358995.01

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SCholas	29th February 2016
Inventor's Signature	Date
Stephen Edward HODGES	
Printed Name in English	Printed Name in Native Language
	(if other than English)

original joint patent applic	inventor of subjec	t matter ("INVENTION") d	m the original inventor or ar isclosed and/or claimed in a OON ATTENTION TRACKING
	ASSIGNEE'S legal r LLC., One Microsof LEGAL REPRESENT, on <u>March 1, 2016</u> the following Of	ASSIGNOR hereby authorepresentative, Microsoft to Way, Redmond, Washings ATIVES), to insert here and given Application of the original	Technology Licensing, ton 98052 (ASSIGNEE'S in parentheses (filed No. 15/058,012 by mark Office) this
		and was given A by the following Office ";	
behalf of itsel of acquiring, priority, in th derived there	f and its successors the entire and exce INVENTION and the from, such as cont	s and assigns ("ASSIGNEE"), clusive rights, title and in ne APPLICATION (and all o inuing applications, in wh	limited liability company, or is entitled to, and is desirous terest, including the right of the applications and patents to let or in part, in and for the PLICATION DERIVATIVES"));
to insert the	•	ling date, and Office into	EE'S LEGAL REPRESENTATIVES the following table for any
Application		Filing Date	Office

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).

When	29/02/16
InventorSignature	Date
John Franciscus Marie HELMES	<u> </u>
Printed Name in English	Printed Name in Native Language
	(if other than English)

MS Docket No.: 358995.01

I <u>Stuart Alastair TAYLOR</u> joint inventor of subject matte application entitled " <u>UPDATING</u> ("APPLICATION"), which:	er ("INVENTION") disclose	•
ASSIGNEE'S legal LLC., One Mic (ASSIGNEE'S LEC parentheses (filed No. <u>15/058</u> Office <u>US Patent</u>	ASSIGNOR hereby auth representative, Microsoft rosoft Way, Redmond, GAL REPRESENTATIVES), don March 1, 2016 by and Trademark Office, whe	Technology Licensing, Washington 98052 to insert here in and given Application the following) this APPLICATION's
	and was given . by the following Office ";	
Microsoft Technology Lice behalf of itself and its succes desirous of acquiring, the entire right of priority, in the INVENTI patents derived therefrom, successfor the United States, its to DERIVATIVES"));	ssors and assigns ("ASSIO 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 following table for any APPLICA	ne Application No., filin	
Application No.	Filing Date	Office

PATENT ASSIGNMENT		MS Docket No.:	358995.01

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"));

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< L7C	
Inventor's Signature	29 February 2016 Date
Stuart Alastair TAYLOR Printed Name in English	 Printed Name in Native Language
J	(if other than English)

I <u>Nicl</u>	<u>holas Yen-Cherng</u>	<u>CHEN</u> ("ASSIGNOR") am	n the original inventor or ar
original joint	t inventor of subje	ct matter ("INVENTION") o	disclosed and/or claimed in a
patent appli	cation entitled " <u>U</u>	PDATING DISPLAYS BASEI	D ON ATTENTION TRACKING
<u>DATA</u> " ("APPI	LICATION"), which:		
X	will be filed.	ASSIGNOR hereby author	orizes, and requests,
	LLC., One Mic (ASSIGNEE'S LEC parentheses (filed No. 15/058) Office US Patent	representative, Microsoft rosoft Way, Redmond, GAL REPRESENTATIVES), don March 1, 2016 3,012 by and Trademark Office, when	Washington 98052 to insert here in and given Application the following) this APPLICATION's
	was filed on	and was given <i>i</i>	Application
	No	by the following Office	2
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behalf of its desirous of a right of prior patents deriv	self and its succestacquiring, the entile ity, in the INVENTINE the therefrom, such its to the states, its to the second	ssors and assigns ("ASSIC re and exclusive rights, tit ON and the APPLICATION (h as continuing application	n limited liability company, or GNEE"), is entitled to, and is tle and interest, including the (and all other applications and in whole or in part, in and gn countries ("APPLICATION
ASSIGI REPRESENTA	•	· ·	uests, ASSIGNEE'S LEGAL g date, and Office into the
		TION DERIVATIVES after th	,
Application N	<u>.</u>	Filing Date	Office
/ принами.	10.	Timing Date	Office

PATENT ASSIGNMENT		MS Docket No.:	358995.01	

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Inventor's Signature	29 February 2016 Date
Nicholas Yen-Cherng CHEN	
Printed Name in English	Printed Name in Native Language (if other than English)

I <u>Pascal KNIERIM</u> ("AS inventor of subject matter application entitled " <u>UPDATIN</u>	("INVENTION") disclosed	•
("APPLICATION"), which:		
N	ASSIGNAD I I I	
	ASSIGNOR hereby auth	·
-	representative, Microsoft crosoft Way, Redmond,	=, =,
,	GAL REPRESENTATIVES),	•
	d on <u>March 1, 2016</u>	
	3.012 by	
	and Trademark Office	-
	iling date, and Office, whe	
was filed on	and was given	Application
	by the following Office	
		-
Microsoft Technology Li	censing, LLC, a Washingto	n limited liability company, or
behalf of itself and its succe	ssors and assigns ("ASSIC	GNEE"), is entitled to, and i
desirous of acquiring, the enti-		·
right of priority, in the INVENT		• •
patents derived therefrom, suc	<u> </u>	•
for the United States, its	territories, and all forei	gn countries ("APPLICATIO"
DERIVATIVES"));		
ASSIGNOR hereby	authorizes, and requ	uests, ASSIGNEE'S LEGA
REPRESENTATIVES to insert t	•	
following table for any APPLICA	• •	
Application No.	Filing Date	Office
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PATENT ASSIGNMENT		MS Docket No.:	358995.01

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"));

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Phrierim	29.02.2016
Inventor's Signature	Date
Pascal KNIERIM	
Printed Name in English	Printed Name in Native Language
	(if other than English)

I Gavin WOOD ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "UPDATING DISPLAYS BASED ON ATTENTION TRACKING DATA" ("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 1, 2016 and given Application No. 15/058,012 the bv following Office US 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 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")): hereby authorizes. ASSIGNOR 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

Page 1 of 2

MS Docket No.: 358995.01

	PATENT	MS Docket No.:	

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).

jann			
		29/2/2016	
	Inventor's Signature	Date	
	Gavin WOOD		
	Printed Name in English	Printed Name in Native Language	
		(if other than English)	

I <u>Josh FROMM</u> ("ASSIGNOR" inventor of subject matter ("INVEI application entitled " <u>UPDATING DIS</u> ("APPLICATION"), which:	NTION") disclosed	•
LLC., One Microsoft (ASSIGNEE'S LEGAL parentheses (filed on No. 15/058,012	sentative, Microso Way, Redmon REPRESENTATIVES) March 1, 2016 by ademark Office	ft Technology Licensing, d, Washington 98052 , to insert here in and given Application the following _) this APPLICATION's
was filed on by	\prime the following Off	
Microsoft Technology Licensing behalf of itself and its successors desirous of acquiring, the entire and right of priority, in the INVENTION are patents derived therefrom, such as of the United States, its territo DERIVATIVES"));	and assigns ("AS dexclusive rights, do the APPLICATION continuing applicat	title and interest, including the N (and all other applications and ions, in whole or in part, in and
ASSIGNOR hereby autho REPRESENTATIVES to insert the Application	pplication No., fil	-
	g Date	Office

PATENT ASSIGNMENT		MS Docket No.:	358995.01

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Am	29/02/2016
Inventor's Signature	Date
Josh FROMM	
Printed Name in English	Printed Name in Native Language
	(if other than English)

inventor of	subject matter ("l entitled " <u>UPDATING</u>	INVENTION") disclosed a	l inventor or an original joint nd/or claimed in a patent FTENTION TRACKING DATA"
	ASSIGNEE'S legal in LLC., One Microsof LEGAL REPRESENT on March 1, 2016 the following Of	ASSIGNOR hereby authorepresentative, Microsoft tway, Redmond, Washingth ATIVES), to insert here and given Application ffice US Patent and Tradematication No., filing date, and market and tradematication No., filing date, and the second seco	Technology Licensing, ton 98052 (ASSIGNEE'S in parentheses (filed No. 15/058,012 by ark Office) this
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behalf of itse of acquiring priority, in the derived there United States	If and its successors, the entire and exc ne INVENTION and the efrom, such as cont s, its territories, and	s and assigns ("ASSIGNEE"), clusive rights, title and in he APPLICATION (and all o inuing applications, in wh all foreign countries ("APF	limited liability company, on is entitled to, and is desirous terest, including the right of ther applications and patents tole or in part, in and for the PLICATION DERIVATIVES"));
			EE'S LEGAL REPRESENTATIVES the following table for any
APPLICATION	N DERIVATIVES after	they are known;	
Application	No.	Filing Date	Office

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29.2.2016

Inventor's Signature

Date

Albrecht SCHMIDT

Printed Name in English

Printed Name in Native Language (if other than English)

RECORDED: 05/10/2016