504073003 10/28/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 EPAS ID: PAT4119670 Stylesheet Version v1.2

 SUBMISSION TYPE:
 NEW ASSIGNMENT

 NATURE OF CONVEYANCE:
 ASSIGNMENT

CONVEYING PARTY DATA

| Name | Execution Date |
|-----------------|----------------|
| YONGJUN WU | 03/29/2013 |
| NAVEEN THUMPUDI | 03/29/2013 |
| SHYAM SADHWANI | 03/29/2013 |

RECEIVING PARTY DATA

| Name: | MICROSOFT CORPORATION |
|-----------------|-----------------------|
| Street Address: | ONE MICROSOFT WAY |
| City: | REDMOND |
| State/Country: | WASHINGTON |
| Postal Code: | 98052 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 15272661 |

CORRESPONDENCE DATA

Fax Number: (503)595-5301

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ATTORNEY DOCKET NUMBER: 3382-90616-05

NAME OF SUBMITTER: KYLE B. RINEHART

SIGNATURE: /Kyle B. Rinehart/

DATE SIGNED: 10/28/2016

Total Attachments: 6

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PATENT 504073003 REEL: 040163 FRAME: 0314

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PATENT REEL: 040163 FRAME: 0315

PATENT ASSIGNMENT

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| inventor of subject matter ("IN" application entitled "CUSTOM I | • | • | |
| MEDIA CONTENT" ("APPLICATION OF THE PROPERTY O | | DIVINAL KANGE OF SAMPI | -E3 OF |
| will be filed. A legal represent Street, Suite 16 customer num insert here in p | SSIGNOR hereby authoratives, of Klarquist S 500, Portland, OR 972 ber 26119, (ASSIGNE parentheses (filed on by the following Office) this APPLICATION | norizes, and requests, AS parkman, LLP, 121 SW Sa 204, who are associated E'S LEGAL REPRESENTATI 3/29/2013, and given Ap Ice: United States Patent N's Application No. filing | almon with VES) to oplication and |
| | | en Application No Patent and Trademark Of | • |
| Microsoft Corporation, a successors and assigns ("ASSIC entire and exclusive rights, titl (and all other applications and applications, in and for the Unit ("APPLICATION DERIVATIVES")); | ENEE"), is entitled to, e and interest in the patents derived there ited States, its territo | INVENTION and the APPL efrom, such as continuin | ring, the ICATION Ig |
| ASSIGNOR hereby autho to insert the Application No., fi APPLICATION DERIVATIVES afte | lling date, and Office | ASSIGNEE'S LEGAL REPRES into the following table | |
| Application No. | Filing Date | Office | |
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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 in the INVENTION and the APPLICATION (and 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).

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|------|---------------------|-------------------------------------|
| | Gen | 03/29/2013 |
| Inve | ntor's Signature | Date |
| Yon | gjun Wu | 二 吴勇军 |
| Prin | ted Name in English | Printed Name in Native Language (if |
| | | other than English) |

PATENT ASSIGNMENT

| application ent | iject matter ("IN\ | /ENTION") disclosed and/c PATA INDICATING NOMINA | inventor or an original joint or claimed in a patent AL RANGE OF SAMPLES OF |
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| | legal represent Street, Suite 16 customer numb insert here in p No. 13/853,919 | atives, of Klarquist Sparkm 00, Portland, OR 97204, w per 26119, (ASSIGNEE'S LEG arentheses (filed on <u>3/29/2</u> by the following Office: Ur ce) this APPLICATION's Ap | who are associated with GAL REPRESENTATIVES) to 1013, and given Application |
| | | and was given Ap ffice "United States Patent | plication No by and Trademark Office"; |
| successors and entire and exclu (and all other a | assigns ("ASSIGI Isive rights, title oplications and p and for the Unit | | desirous of acquiring, the TION and the APPLICATION such as continuing |
| to insert the Ap | plication No., fil | izes, and requests, ASSIGN ng date, and Office into th they are known; | IEE'S LEGAL REPRESENTATIVES ne following table for any |
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| Inventor's Signature | 3/29/20/3 Date |
|-------------------------|---|
| Naveen Thumpudi | · |
| Printed Name in English | Printed Name in Native Language (if other than English) |

PATENT ASSIGNMENT

| inventor of subject matter ("I | NVENTION") disclosed I DATA INDICATING N | iginal inventor or an original jo d and/or claimed in a patent NOMINAL RANGE OF SAMPLES O | |
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| will be filed. legal represe Street, Suite customer nui insert here in No. 13/853,91 | ASSIGNOR hereby automatives, of Klarquist 1600, Portland, OR 97 mber 26119, (ASSIGN parentheses (filed or 9 by the following Of ffice) this APPLICATIO | thorizes, and requests, ASSIGN Sparkman, LLP, 121 SW Salmor 7204, who are associated with EE'S LEGAL REPRESENTATIVES) on 3/29/2013, and given Application: United States Patent and DN's Application No. filing date | n to ition |
| | | ven Application No. Patent and Trademark Office"; | |
| successors and assigns ("ASSI entire and exclusive rights, ti (and all other applications and applications, in and for the Uni ("APPLICATION DERIVATIVES") ASSIGNOR hereby auth | GNEE"), is entitled to, tle and interest in the d patents derived the nited States, its territo); orizes, and requests, | ories, and all foreign countries ASSIGNEE'S LEGAL REPRESENTA | the ION ATIVES |
| to insert the Application No., APPLICATION DERIVATIVES afi — | filing date, and Office | into the following table for an | y |
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Page 1 of 2

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| Shyam Sadhwani | 3/29/2013 | Date | Shyam Sadhwani | Printed Name in English | Printed Name in Native Language (if other than English)