

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4257399

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
KIMBERLY A RACHMELER	03/08/2006
PAUL G NORDSTROM	03/07/2006
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AMAZON TECHNOLOGIES, INC.
<b>Street Address:</b>	920 INCLINE WAY, SUITE C
<b>City:</b>	INCLINE VILLAGE
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89451
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	13453519
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(509)323-8979
<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>	saybra@leehayes.com
<b>Correspondent Name:</b>	LEE & HAYES, PLLC
<b>Address Line 1:</b>	601 W. RIVERSIDE AVENUE STE 1400
<b>Address Line 4:</b>	SPOKANE, WASHINGTON 99201
<b>ATTORNEY DOCKET NUMBER:</b>	AM2-0746USC1
<b>NAME OF SUBMITTER:</b>	SAYBRA MORRIS
<b>SIGNATURE:</b>	/Saybra Morris/
<b>DATE SIGNED:</b>	02/02/2017
<b>Total Attachments: 3</b>	
source=1M86071#page1.tif	
source=1M86071#page2.tif	
source=1M86071#page3.tif	

**ASSIGNMENT - WORLDWIDE**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor (hereinafter referred to singly and collectively as "ASSIGNOR") has sold, assigned, and transferred, and by these presents hereby sells, assigns, and transfers, unto

Amazon Technologies, Inc.  
920 Incline Way, Suite C  
Incline Village, NV 89451

(hereinafter referred to as "ASSIGNEE") its successors and assigns, the full and exclusive right, title and interest for the United States, its territories and possessions, and all foreign countries in and to this invention relating to

**SYSTEM AND METHOD FOR WEBSITE EXPERIMENTATION**

as set forth in this United States Patent Application

*check one*      ☒ [ X ] executed concurrently herewith,  
                  ☐ [   ] executed on \_\_\_\_\_,  
                  ☐ [   ] Serial No. \_\_\_\_\_ Filed \_\_\_\_\_

as well as in and to (a) all improvements and modifications of the above-identified invention or inventions, (b) the above-identified application and all other applications for Letters Patent of the United States and countries foreign thereto for above-identified invention or inventions and all improvements and modifications thereof, (c) all Letters Patent which may issue from said applications in the United States and countries foreign thereto, (d) all divisions, continuations, reissues, and extensions of said applications and Letters Patent, and (e) the right to claim for any of said applications the full benefits and priority rights under the International Convention and any other international agreement to which the United States adheres; such right, title, and interest to be held and enjoyed by ASSIGNEE, its successors and assigns, to the full end of the term or terms for which any and all such Letters Patent may be granted as fully and entirely as would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR HEREBY AUTHORIZES ASSIGNEE to file patent applications in any or all countries on the above-identified invention or inventions in the name of the undersigned or in the name of ASSIGNEE or otherwise as ASSIGNEE may deem advisable under the International Convention or otherwise.

ASSIGNOR HEREBY AUTHORIZES AND REQUESTS the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE as assignee of the entire interest, for the sole use and benefit of ASSIGNEE, its successors and assigns.

Executed this 8 day of March, 2006.

Kimberly A Rachmeler  
KIMBERLY A. RACHMELER

State of WASHINGTON )  
County of KING )ss.

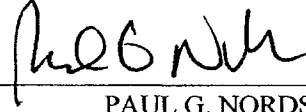
On this 8 day of MARCH, 2006, before me, a notary public in and for said county, appeared KIMBERLY A. RACHMELER, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.



Sherrill C Pungton  
Notary Public

My Commission Expires: 6-19-2009

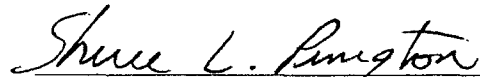
Executed this 7 day of Mar, 2006.



PAUL G. NORDSTROM

State of WASHINGTON )  
County of KING )ss.

On this 7 day of MARCH, 2006, before me, a notary public in and for said county, appeared PAUL G. NORDSTROM, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he/she acknowledged that he/she signed, sealed, and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

  
Notary Public

My Commission Expires: 6-19-2009