504152222 12/22/2016

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT4198895

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
ZOHAIB H ALI	12/12/2016
RUSSELL L. SIMPSON JR.	12/09/2016
SELVARAJ NALLIAH	12/09/2016
SRINIVASA REDDY MANDA	12/09/2016
EDUARDO D. MELO	12/09/2016
DAVID P LIMONT	12/19/2016
KEVIN C CLEMENT	12/09/2016
THOMAS W. MILLETT	12/13/2016
SAMUELE CARPINETI	12/09/2016
TAO ZHANG	12/09/2016
XIAO HU	08/17/2016
MIHIR S RAY	12/09/2016
CHRISTIAN PICCOLO	12/09/2016
SIRISH KUMAR BALAGA	12/13/2016
DAVID L MAYERS	12/15/2016

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:	15388871

CORRESPONDENCE DATA

Fax Number:

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: 425-707-9382

PATENT REEL: 041178 FRAME: 0962

504152222

Email: usdocket@microsoft.com

Correspondent Name: MICROSOFT CORPORATION

Address Line 4: REDMOND, WASHINGTON 98052

ONE MICROSOFT WAY

ATTORNEY DOCKET NUMBER: 360713-US-NP		
NAME OF SUBMITTER:	BROCK E TURK	
SIGNATURE:	/Brock E Turk/	
DATE SIGNED:	12/22/2016	

Total Attachments: 30

Address Line 1:

source=360713-US-NP Assignments As Recorded 2016-12-22#page1.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page2.tif source=360713-US-NP_Assignments As Recorded_2016-12-22#page3.tif source=360713-US-NP_Assignments As Recorded_2016-12-22#page4.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page5.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page6.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page7.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page8.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page9.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page10.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page11.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page12.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page13.tif source=360713-US-NP_Assignments As Recorded_2016-12-22#page14.tif source=360713-US-NP_Assignments As Recorded_2016-12-22#page15.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page16.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page17.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page18.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page19.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page20.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page21.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page22.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page23.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page24.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page25.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page26.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page27.tif source=360713-US-NP_Assignments As Recorded_2016-12-22#page28.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page29.tif source=360713-US-NP Assignments As Recorded 2016-12-22#page30.tif

> PATENT REEL: 041178 FRAME: 0963

PATENT ASSIGNMENT MS Docket No.: 360/13-US	5-F
I Zohaib H Ali, ("ASSIGNOR") am the original inventor or an original joint	
inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent	
application entitled "OPTIMIZING PERFORMANCE BASED ON BEHAVIORAL AN	<u>D</u>
SITUATIONAL SIGNALS" ("APPLICATION"), which:	
\square 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 and given Application No by	
the following Office) this	
APPLICATION's Application No., filing date, and Office, when known;	
was filed on <u>August 12, 2016</u> and was given	
Application No <u>62/374,714</u> by the following Office	
" US-United States Patent and Trademark	
Office ";	
,	
Microsoft Technology Licensing, LLC, a Washington limited liability compa	ny.
behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is de	-
of acquiring, the entire and exclusive rights, title and interest, including the rights.	
priority, in the INVENTION and the APPLICATION (and all other applications and pa	_
derived therefrom, such as continuing applications, in whole or in part, in and f	
United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES	

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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
Application No.	Tilling Date	Office
15/388,871	December 22, 2016	USPTO

Inventor's Signature Zohaib H Ali	Date 12-12-16	
Printed Name in English	Printed Name in Native Language (if other than English)	

I <u>Sirish Kumar Balaga,</u> ("ASSIGNOR") am the original inventor or an original join			
inventor of subject matter ("INVENTION") disclosed and/or claimed in a paten			
application entitled "OPTIMIZING PERFORMANCE BASED ON BEHAVIORAL ANI			
SITUATIONAL SIGNALS" ("APPLICATION"), which:			
oxdot 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 and given Application No by			
the following Office) this			
APPLICATION's Application No., filing date, and Office, when known;			
oxtimes was filed on <u>August 12, 2016</u> and was given			
Application No $62/374,714$ by the following Office			
" US-United States Patent and Trademark			
Office ";			
Microsoft Technology Licensing, LLC, a Washington limited liability company, or			
behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirou			
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 REPRESENTATIVE			
to insert the Application No., filing date, and Office into the following table for an			
APPLICATION DERIVATIVES after they are known;			

Application No. Filing Date Office

15/388,871 December 22, 2016 USPTO

	December 13, 2016
Inventor's 🕏 gnature	Date
Printed Name in English	Printed Name in Native Language
Sirish Kumar Balaga	(if other than English)

inventor of su	bject matter (" titled " <u>OPTIMIZ</u>	INVENTION") disclosed ING PERFORMANCE BA	il inventor or an original joint and/or claimed in a patent SED ON BEHAVIORAL AND
AS LL LE or th	SIGNEE'S legal C., One Microso GAL REPRESENT e following O	ASSIGNOR hereby authrepresentative, Microsoft ft Way, Redmond, Washing ATIVES), to insert here and given Application ffice plication No., filing date, and services are an ending date, and plication No., filing date, and pl	Technology Licensing, gton 98052 (ASSIGNEE'S in parentheses (filed n No by) this
Ar "	pplication No(US~United State	ugust 12, 2016 52/374,714 b s Patent and Trademark ";	
behalf of itself a of acquiring, th priority, in the I derived therefre United States, it ASSIGNO to insert the Ap	and its successor e entire and ex NVENTION and to om, such as con s territories, and R hereby author oplication No., f	s and assigns ("ASSIGNEE" clusive rights, title and in the APPLICATION (and all tinuing applications, in we hall foreign countries ("All titles, and requests, ASSIGNEES, and a request a request a request a request and a request a	n limited liability company, on), is entitled to, and is desirous nterest, including the right of other applications and patents hole or in part, in and for the PPLICATION DERIVATIVES")); NEE'S LEGAL REPRESENTATIVES to the following table for any
Application No		Filing Date	Office
15/388,871		December 22, 2016	USPTO
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Inventor's Signature	Date
Somela Conf	12/3/2016
Printed Name in English	Printed Name in Native Language
Samuele Carpineti	(if other than English)

PATENT ASSIGNMENT MS Docket No.: 360713-US-PSP
I <u>Kevin C Clement.</u> ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled " <u>OPTIMIZING PERFORMANCE BASED ON BEHAVIORAL AND SITUATIONAL SIGNALS</u> " ("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 and given Application No by the following Office) this APPLICATION's Application No., filing date, and Office, when known;
was filed on <u>August 12, 2016</u> and was given
Application No 62/374,714 by the following Office "US-United States Patent and Trademark

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")):

Office

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:

Filing Date	Office	
December 22, 2016	USPTO	
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		.coccessance

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		December 22, 2016 USPTO

MS	Docket	No.: 360	713-1	US-PSP

Inventor's Signature	Date
Valle D	12/9/2016
Printed Name in English	Printed Name in Native Language
Kevin C Clement	(If other than English)

PATENT ASSIGNMENT

MS Docket No.: 360713-US-PSP

subject matter ("INVENTION")	disclosed and/or claimed	r or an original joint inventor of I in a patent application entitled AND_SITUATIONAL_SIGNALS"
("APPLICATION"), which:		
ASSIGNEE'S lega LLC., One Micros LEGAL REPRESEI on the following	Il representative, Microso soft Way, Redmond, Washi NTATIVES), to insert he and given Applicati Office	thorizes, and requests, Ift Technology Licensing, Ington 98052 (ASSIGNEE'S If it is parentheses (filed If it is parentheses (filed If it is parentheses, If i
🛛 was filed on	August 12, 2016	_ and was given
	62/374,714 tes Patent and Trademark	
behalf of itself and its success of acquiring, the entire and of priority, in the INVENTION and derived therefrom, such as co United States, its territories, a	ors and assigns ("ASSIGNE exclusive rights, title and the APPLICATION (and a portinuing applications, in all foreign countries ("	
to insert the Application No.	, filing date, and Office i	GNEE'S LEGAL REPRESENTATIVES into the following table for any
APPLICATION DERIVATIVES aft Application No.	Filing Date	Office
15/388,871	December 22, 2016	USPTO

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MS Docket No.: 360713-US-PSP

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"));

em /	21/7/2016
Inventor's Signature	Date
Xiao Hu	胡晓
Printed Name in English	Printed Name in Native Language (if other than English)

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
15/388,871	December 22, 2016	USPTO

Inventor's Signature	Date 12 -19 -2016
Printed Name in English  David P Limont	Printed Name in Native Language (if other than English)

### PATENT ASSIGNMENT

I <u>Srinivasa Redo</u>	<u>ly Manda,</u> ("ASS	IGNOR") am the c	riginal inver	itor or an origi	nal joint
inventor of subject	matter ("INVE	NTION") disclos	ed and/or	claimed in a	patent
application entitled	"OPTIMIZING	PERFORMANCE	BASED ON	N BEHAVIORA	<u>L AND</u>
SITUATIONAL SIGNAL	<u>s"</u> ("APPLICATIC	N"), which:			

]	will be filed.	ASSIGNOR hereby	authorizes, and requests,
	ASSIGNEE'S lega	ıl representative, Micr	osoft Technology Licensing,
	LLC., One Micro	soft Way, Redmond, Wa	shington 98052 (ASSIGNEE'S
	LEGAL REPRESE	NTATIVES), to insert	here in parentheses (filed
	on	and given Appli	cation Noby
	the following	Office	) this
	APPLICATION's	Application No., filing o	late, and Office, when known;
X	was filed on	August 12, 2016	and was given
	Application No	62/374,714	by the following Office
	"_US-United Sta	tes Patent and Tradem	<u>ark</u>
	Office	19	

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 DEPLYATIVES after they are known:

Application No.	Filing Date	Office
15/388,871	December 22, 2016	USPTO

Inventor's Signature	Date
H.S. Keddy	12-09-2016
Printed Name in English	Printed Name in Native Language
Srinivasa Reddy Manda	(if other than English)

## PATENT ASSIGNMENT

MS Docket No.: 360713-US-PSP

inventor of application	subject matter (	"INVENTION") disclosed ZING PERFORMANCE B	al inventor or an original joint and/or claimed in a patent ASED ON BEHAVIORAL AND
	ASSIGNEE'S legal LLC., One Microso LEGAL REPRESENT on the following C	representative, Microsoloft Way, Redmond, Washin TATIVES), to insert her and given Application	horizes, and requests, ft Technology Licensing, ngton 98052 (ASSIGNEE'S fe in parentheses (filed on No
$\boxtimes$	was filed on	August 12, 2016	_ and was given
	Application No	62/374,714	by the following Office
	" US-United State	s Patent and Trademark	
	Office	Ψ _n	
behalf of itse of acquiring, priority, in the derived there United States  ASSIGN to insert the APPLICATION	If and its successor the entire and ex le INVENTION and efrom, such as con le its territories, and NOR hereby author Application No., I DERIVATIVES afte	rs and assigns ("ASSIGNEE (clusive rights, title and the APPLICATION (and all itinuing applications, in to d all foreign countries ("A lizes, and requests, ASSIC filing date, and Office in	on limited liability company, on it is entitled to, and is desirous interest, including the right of other applications and patents whole or in part, in and for the APPLICATION DERIVATIVES"));  SNEE'S LEGAL REPRESENTATIVES and the following table for any
Application	No.	Filing Date	Office
15/388,871		December 22, 2016	USPTO
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5		1	<b> </b>

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Inventor's Signature  6 Jun of D Marp	Date 12/09/18
Printed Name in English Eduardo D. Melo	Printed Name in Native Language (if other than English)

### PATENT ASSIGNMENT MS Docket No.: 360713-US-PSP

l <u>Dav</u>	<u>iid L Mey</u>	<u>ers.</u> (°ASSI(	GNOR") am	the origina	ıl invento	r <mark>or an o</mark> ri	ginal joint
inventor of	subject	matter ("I	NVENTION")	disclosed	and/or	claimed in	a patent
application	entitled	"OPTIMIZI	NG PERFO	RMANCE B	ASED ON	I BEHAVIO	RAL AND
<u>SITUATIONA</u>	<u>st Signal</u> s	§" ("APPLICA	\TION"), whi	ich:			

	will be filed.	ASSIGNOR hereby	authorizes, and requests
	ASSIGNEE'S lega	il representative, Mici	osoft Technology Licensing
	LLC., One Micro	soft Way, Redmond, W	ashington 98052 (ASSIGNEE'S
	LEGAL REPRESE	NTATIVES), to insert	here in parentheses (filed
	on	and given Appl	ication Nob
	the following Ol	fice	) this
	APPLICATION's	Application No., filing (	late, and Office, when known
Ø	was filed on	August 12, 2016	and was given
	Application No	62/374,714	by the following Office
	" US-United Sta	tes Patent and Tradem	<u>iark</u>
	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	
15/388,871	December 22, 2016	USPTO	

	12/15/16
Inventor's Signature	Date
DAID L MEYERS	
Printed Name in English	Printed Name in Native Language
David L Meyers	(If other than English)

	PATE	NT ASSIGNMENT	MS Docket No.: 360713-US-PSP
l <u>Tho</u>	mas W. Millett, (".	ASSIGNOR") am the orig	inal inventor or an original joint
inventor of	subject matter	("INVENTION") disclose	d and/or claimed in a patent
application	entitled "OPTIM	IZING PERFORMANCE	BASED ON BEHAVIORAL AND
SITUATIONAL	L SIGNALS" ("APPL	ICATION"), which:	
	will be filed.	ASSIGNOR hereby a	uthorizes, and requests,
	ASSIGNEE'S lega	l representative, Micros	oft Technology Licensing,
	LLC., One Micros	oft Way, Redmond, Wash	nington 98052 (ASSIGNEE'S
	LEGAL REPRESE	NTATIVES), to insert h	ere in parentheses (filed
	on	and given Applica	tion No by
			) this
			e, and Office, when known;
		· · · · · · · · · · · · · · · · · · ·	
$\boxtimes$	was filed on	August 12, 2016	and was given
	Application No	62/374,714	_ by the following Office
	" US-United Stat	es Patent and Trademar	<u>k</u>
	Office	.»,	
	***************************************		
Micro	soft Technology I	icensing, LLC, a Washing	gton limited liability company, on
		<del>-</del>	EE"), is entitled to, and is desirous
			d interest, including the right of
· · · · · · · · · · · · · · · · · · ·		<del>-</del>	
•			all other applications and patents
aerivea ther	errom, such as co	ntinuing applications, if	n whole or in part, in and for the

n JS of ts 1e 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
15/388,871	December 22, 2016	USPTO
		*

MS	Docket	No.	360713	I-US	-PSP

Inventor's Signature	Date
P. u. troto	12-13-2016
Printed Name in English Thomas W. Millett	Printed Name in Native Language (if other than English)

I <u>Selvaraj Nalliah,</u> ("ASSIGNOR") am the original inventor or an original jo	oint
inventor of subject matter ("INVENTION") disclosed and/or claimed in a patential ${f A}$	tent
application entitled "OPTIMIZING PERFORMANCE BASED ON BEHAVIORAL A	<u>ND</u>
SITUATIONAL SIGNALS" ("APPLICATION"), which:	
$\square$ 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	
and given Application No by	
the following Office	
APPLICATION's Application No., filing date, and Office, when known;	
was filed on <u>August 12, 2016</u> and was given	
Application No <u>62/374,714</u> 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 desir	ous
of acquiring, the entire and exclusive rights, title and interest, including the righ	t of
priority, in the INVENTION and the APPLICATION (and all other applications and pate	ents
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 REPRESENTATI	VES
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	

ATTEICATION DERIVATIVES WITCH	they are known,	
Application No.	Filing Date	Office
15/388,871	December 22, 2016	USPTO

Inventor's Signature	Date 12-9-2016
Printed Name in English	Printed Name in Native Language
Selvaraj Nalliah	(if other than English)

		•	inventor or an original joint
	inventor of subject matter (		
é	application entitled "OPTIMIZ	<u> ZING PERFORMANCE BAS</u>	<u>ED ON BEHAVIORAL AND</u>
8	SITUATIONAL SIGNALS" ("APPLIC	CATION"), which:	
	Will be filed.	ASSIGNOR hereby authorized	orizes, and requests,
	ASSIGNEE'S legal	representative, Microsoft	Technology Licensing,
	LLC., One Microso	ift Way, Redmond, Washing	ton 98052 (ASSIGNEE'S
	LEGAL REPRESEN	TATIVES), to insert here	in parentheses (filed
	on	and given Application	Noby
	the following (	Office	
		plication No., filing date, a	
	🛛 was filed on	August 12, 2016 :	and was given
	Application No	62/374,714 b	y the following Office
	"_US-United State	s Patent and Trademark	
	Office		
	Microsoft Technology Li	censing, LLC, a Washingtor	n limited liability company, or
	behalf of itself and its successo	rs and assigns ("ASSIGNEE")	, is entitled to, and is desirous
	of acquiring, the entire and ex	xclusive rights, title and in	nterest, including the right o
	priority, in the INVENTION and	the APPLICATION (and all o	other applications and patents
	derived therefrom, such as cor	ntinuing applications, in w	hole or in part, in and for the
	United States, its territories, an	d all foreign countries ("AF	PLICATION DERIVATIVES"));
	ASSIGNOR hereby author	rizes, and requests, ASSIGN	IEE'S LEGAL REPRESENTATIVES
	to insert the Application No.,	filling date, and Office int	o the following table for any
	APPLICATION DERIVATIVES afte	r they are known;	
	Application No.	Filing Date	Office
	15/388,871	December 22, 2016	USPTO
	1		

Inventor's Signature  ALL  ALL	Date 12/09/2016
Printed Name in English	Printed Name in Native Language
Christian Piccolo	(if other than English)

("APPLICATION"), which:  will be fill ASSIGNEE'S LLC., One Magnetic Mapplication "US-Unite Office  Microsoft Technological behalf of itself and its sur of acquiring, the entire	ed. ASSIGNOR hereby legal representative, Micr licrosoft Way, Redmond, Wa RESENTATIVES), to insert and given Appli ing Office N's Application No., filing of August 12, 2016 No 62/374,714 I States Patent and Tradem	by the following Office
will be fill ASSIGNEE'S LLC., One Management of the second of acquiring, the entire ASSIGNEE'S LLC., One Massigner of acquiring, the entire ASSIGNEE'S LLC., One Massigner of acquiring will be second of acquiring of acquiring the entire assigner as a second of acquiring of acquiring the entire assigner as a second of acquiring of	legal representative, Microsoft Way, Redmond, WaRESENTATIVES), to insert and given Appliing Office  N's Application No., filing of August 12, 2016  No 62/374,714  I States Patent and Tradem	osoft Technology Licensing, ashington 98052 (ASSIGNEE'S here in parentheses (filed cation No
ASSIGNEE'S LLC., One M LEGAL REP on the follow APPLICATIO  was filed on Application "_US-Unite Office  Microsoft Technol behalf of itself and its sur of acquiring, the entire	legal representative, Microsoft Way, Redmond, WaRESENTATIVES), to insert and given Appliing Office  N's Application No., filing of August 12, 2016  No 62/374,714  I States Patent and Tradem	osoft Technology Licensing, ashington 98052 (ASSIGNEE'S here in parentheses (filed cation No
the follow APPLICATION Was filed on Application "US-Unite Office  Microsoft Technologies behalf of itself and its sur of acquiring, the entire	ing Office N's Application No., filing of  August 12, 2016 No 62/374,714 I States Patent and Tradem	) this late, and Office, when known; and was given by the following Office
APPLICATION  was filed on Application  "_US-Unite Office  Microsoft Technologies and its surple of acquiring, the entire	N's Application No., filing of August 12, 2016  No 62/374,714  I States Patent and Tradem	late, and Office, when known; and was given by the following Office
Application  "_US-Unite Office  Microsoft Technol behalf of itself and its sue of acquiring, the entire	No <u>62/374,714</u> States Patent and Tradem	by the following Office
"_US-Unite Office Microsoft Technol behalf of itself and its su of acquiring, the entire	d States Patent and Tradem	
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behalf of itself and its sur of acquiring, the entire	, , , , , , , , , , , , , , , , , , ,	
derived therefrom, such	cessors and assigns ("ASSK and exclusive rights, title N and the APPLICATION (an as continuing applications	ington limited liability company, on GNEE"), is entitled to, and is desirous and interest, including the right of all other applications and patents, in whole or in part, in and for the ("APPLICATION DERIVATIVES"));
	No., filing date, and Offi	ASSIGNEE'S LEGAL REPRESENTATIVES ce into the following table for any
Application No.	Filing Date	Office
15/388,871	December 22, 2016	USPTO

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Inventor's Signature	Date
mslay.	12/9/16
Printed Name in English Mihir S Ray	Printed Name in Native Language (if other than English)

	THE CONTROL OF THE CO
I <u>Russe</u>	II L. Simpson Jr., ("ASSIGNOR") am the original inventor or an original joint
inventor of s	subject matter ("INVENTION") disclosed and/or claimed in a patent
application e	entitled " <u>OPTIMIZING PERFORMANCE BASED ON BEHAVIORAL AND</u>
SITUATIONAL	SIGNALS" ("APPLICATION"), which:
	will be filed. ASSIGNOR hereby authorizes, and requests,
A	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
	and given Application No by
	the following Office) this
	APPLICATION's Application No., filing date, and Office, when known;
	<b>2.6</b> , 6,
$\boxtimes$ $\vee$	was filed on <u>August 12, 2016</u> and was given
A	Application No <u>62/374,714</u> by the following Office
	" <u>US-United States Patent and Trademark</u>
	Office ";
<del>-</del>	,
Microso	oft Technology Licensing, LLC, a Washington limited liability company, on
	f and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous
	the entire and exclusive rights, title and interest, including the right of
	INVENTION and the APPLICATION (and all other applications and patents
	from, such as continuing applications, in whole or in part, in and for the
omited 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
15/388,871	December 22, 2016	USPTO

### PATENT ASSIGNMENT

MS Docket No.: 360713-US-PSP

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"));

Inventor's Signature	Date
Rudhil	12/9/2016
Printed Name in English	Printed Name in Native Language
Russell L. Simpson Ir.	(if other than English)

# PATENT ASSIGNMENT

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subject matt	er ("INVENTION") PERFORMANCE	disclosed and/or claime	tor or an original joint inventor of d in a patent application entitled L AND SITUATIONAL SIGNALS"
	ASSIGNEE'S leg LLC., One Micro LEGAL REPRESS on the following	al representative, Micrososoft Way, Redmond, Wash ENTATIVES), to insert he and given Applicat Office	uthorizes, and requests, oft Technology Licensing, sington 98052 (ASSIGNEE'S ere in parentheses (filed cion No by) this e, and Office, when known;
	Application No "_US-United Sta	August 12, 2016 62/374,714 ates Patent and Trademark ";	_ by the following Office
behalf of itse of acquiring, priority, in the derived there	If and its succes: the entire and ne INVENTION an efrom, such as c	sors and assigns ("ASSIGN exclusive rights, title and id the APPLICATION (and a continuing applications, in	pton limited liability company, on EE"), is entitled to, and is desirous d interest, including the right of all other applications and patents i whole or in part, in and for the "APPLICATION DERIVATIVES"));
to insert the	Application No	•	IGNEE'S LEGAL REPRESENTATIVES into the following table for any
Application 15/388,871	No.	Filing Date December 22, 2016	Office USPTO

Inventor's Signature 玄似	Date 12/9
Printed Name in English Tao Zhang	Printed Name in Native Language (if other than English) 子弟