

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT4310245

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
AQUANTIVE, INC.	11/19/2009
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:	12913733
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	26295-23955
NAME OF SUBMITTER:	ROBERT A. HULSE, 48,473
SIGNATURE:	/Robert A. Hulse/
DATE SIGNED:	03/08/2017
Total Attachments: 3	
source=23955_US_Assignment_from_parent_23954_aQuantive_to_Microsoft#page1.tif	
source=23955_US_Assignment_from_parent_23954_aQuantive_to_Microsoft#page2.tif	
source=23955_US_Assignment_from_parent_23954_aQuantive_to_Microsoft#page3.tif	

Patent Rights Assignment

This Patent Rights Assignment (the "Assignment"), dated as of November 19, 2009 (the "Effective Date"), is made and entered into by and between aQuantive, Inc., a Washington corporation ("aQuantive"), and Microsoft Corporation, a Washington corporation ("Microsoft").

1. **Assignment.** For good and valuable consideration, receipt of which is hereby acknowledged, aQuantive hereby assigns to Microsoft all of aQuantive's right, title and interest in and to (a) the following patent application:

- "Enabling Participation In An Online Community Using Visual Machine-Readable Symbols," serial number 11/755691, with a United States Patent and Trademark Office application date of May 30, 2006, invented by John-Alistair George and Adam M. Connelly;

(b) any patent that may issue from any such patent application or any continuation or divisional that has priority based upon any of the patent application described in (a) above; (c) any reissues, renewals, substitutions, re-examinations and extensions of any of the patents described in (b) above; and (d) any foreign patents or patent applications corresponding to any of the patents or patent application described in (a), (b) or (c) above.

2. **Successors and Assigns.** This Assignment shall be binding upon, enforceable by and inure to the benefit of the parties and their respective successors and assigns.

[Signature page follows]

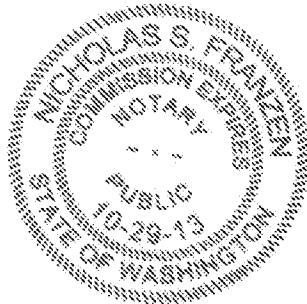
STATE OF WASHINGTON)

) ss.

COUNTY OF KING)

I certify that I know or have satisfactory evidence that Keith R. Dolliver is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute the instrument and acknowledged it as an Assistant Secretary of Microsoft Corporation to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.

Dated this 19th day of November 2009.



A handwritten signature in cursive script that reads "Nicholas S. Franzen".

NICHOLAS S. FRANZEN – NOTARY PUBLIC
In and for the State of Washington USA.
Residing at Seattle, Washington USA.
My Appointment expires: October 29, 2013