

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4379888

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	JAPJIT S. TULSI	10/25/2013
	PRABHAKAR GOYAL	10/25/2013
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PROPERTY NUMBERS Total: 1		
	Property Type	Number
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ATTORNEY DOCKET NUMBER:	339955-US-CNT/MFCP.273965	
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DATE SIGNED:	04/21/2017	
Total Attachments: 4		
source=EXECUTED_ASSIGNMENT_JAPJIT_S_TULSI_pr#page1.tif		
source=EXECUTED_ASSIGNMENT_JAPJIT_S_TULSI_pr#page2.tif		
source=EXECUTED_ASSIGNMENT_PRABHAKAR_GOYAL_pr#page1.tif		
source=EXECUTED_ASSIGNMENT_PRABHAKAR_GOYAL_pr#page2.tif		

PATENT ASSIGNMENT

I, JAPJIT S. TULSI ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a nonprovisional patent application entitled "VIDEO FRAME SELECTION FOR TARGETED CONTENT" ("APPLICATION"), which:

☒ will be filed. ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S legal representatives, of Shook, Hardy & Bacon L.L.P., 2555 Grand Blvd., Kansas City, Missouri 64108, who are associated with customer number 45809 (ASSIGNEE'S LEGAL REPRESENTATIVES), to insert here in parentheses (filed on 10/28/2013 and given Application No. 14/064,876 by the following Office US - United States 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 Corporation, a Washington Corporation, 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 in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

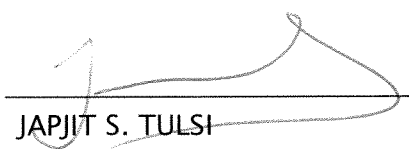
ASSIGNOR hereby authorizes, and requests, ASSIGNEE'S LEGAL REPRESENTATIVES to insert the Application No., filing date, and Office into the following table for any APPLICATION DERIVATIVES after they are known;

Application No.	Filing Date	Office
15/490,423	2017-04-18	US - United States Patent and Trademark Office

PATENT ASSIGNMENT

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).

 JAPJIT S. TULSI	<u>10/25/13</u> Date
<u>JAPJIT S. TULSI</u> Printed Name in English	 Printed Name in Native Language (if other than English)

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I, PRABHAKAR GOYAL ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a nonprovisional patent application entitled "VIDEO FRAME SELECTION FOR TARGETED CONTENT" ("APPLICATION"), which:

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 PRABHAKAR GOYAL	<u>10/25/13</u> Date
<u>PRABHAKAR GOYAL</u> Printed Name in English	 Printed Name in Native Language (if other than English)