

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
KSHITIJ MEHTA	06/04/2017
JEFF WEST	06/04/2017
DAVID GROCHOCKI JR.	05/31/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MICROSOFT TECHNOLOGY LICENSING, LLC
<b>Street Address:</b>	ONE MICROSOFT WAY
<b>City:</b>	REDMOND
<b>State/Country:</b>	WASHINGTON
<b>Postal Code:</b>	98052
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	15617958
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<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>Email:</b>	usdocket@microsoft.com
<b>Correspondent Name:</b>	THE LAW OFFICE OF JONATHAN M. WALDMAN LLC
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<b>Address Line 4:</b>	HUNTINGDON VALLEY, PENNSYLVANIA 19006
<b>ATTORNEY DOCKET NUMBER:</b>	402187-US-NP
<b>NAME OF SUBMITTER:</b>	PAOLA SEVERICH
<b>SIGNATURE:</b>	/Paola Severich/
<b>DATE SIGNED:</b>	06/08/2017
<b>Total Attachments: 6</b>	
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I Kshitij MEHTA ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SELECTING CONTENT ITEMS USING MAP CONTEXTS BY BACKGROUND APPLICATIONS" ("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 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 "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 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



I Jeff WEST ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "SELECTING CONTENT ITEMS USING MAP CONTEXTS BY BACKGROUND APPLICATIONS" ("APPLICATION"), which:

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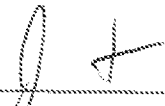
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Application No.	Filing Date	Office


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"));

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).

	6/4/17
Inventor's Signature	Date
Jeff WEST	
Printed Name in English	Printed Name in Native Language (if other than English)

I David GROCHOCKI Jr. (“ASSIGNOR”) am the original inventor or an original joint inventor of subject matter (“INVENTION”) disclosed and/or claimed in a patent application entitled “SELECTING CONTENT ITEMS USING MAP CONTEXTS BY BACKGROUND APPLICATIONS” (“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 US – United States Patent and Trademark Office) this APPLICATION’s Application No., filing date, and Office, when known;

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	5/31/2017
_____ Inventor's Signature	_____ Date
_____ David GROCHOCKI Jr.	_____ Printed Name in Native Language (if other than English)
_____ Printed Name in English	