

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
SAMIRA TASHAROFI	01/02/2019
CHRISTOPHER D. ERBACH	01/02/2019
PEI QUN YU	01/02/2019
NIRAV NALINBHAI SHINGALA	01/07/2019
ALEXANDROS NTOULAS	01/02/2019
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Property Type	Number
Application Number:	16237581
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Total Attachments: 5	

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I Samira Tasharofi; Christopher D. Erbach; Pei Qun Yu; Nirav Nalinbhai Shingala; Alexandros Ntoulas and Rohan Rajiv ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "OPTIMIZING CONTENT ITEM DELIVERY FOR INSTALLATIONS OF A MOBILE APPLICATION" ("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 December 31, 2018 and was given Application No. 16/237,581 by the following Office "US - United States Patent and Trademark Office";

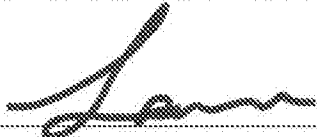
Microsoft Technology Licensing, LLC, a Washington limited liability company, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (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:

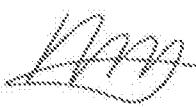
Application No.	Filing Date	Office

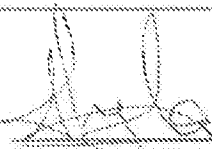
For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, ASSIGNOR's entire and exclusive rights, title and interest, including the right of priority, in the INVENTION and the APPLICATION (and all 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).

	01/02/2019
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Inventor's Signature	Date
Christopher D. Erbach	
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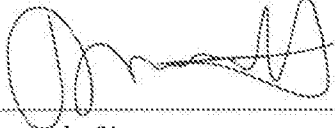
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Nirav Nalinbhai Shingala	
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<u>Alexandros Ntoulas</u> Printed Name in English	_____ Printed Name in Native Language (if other than English)

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