505471398 05/10/2019

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 EPAS ID: PAT5518201

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
ANA SOFIA GONZALEZ AGUIRRE	07/31/2018
MICHAL HLAVAC	10/19/2018
RYAN J. D'AURELIO	08/04/2018
MICHAEL T. HOCHKEPPEL	06/14/2018
CHARLES LAPP	09/05/2018
PEDRO RAMIREZ	09/24/2018

RECEIVING PARTY DATA

Name:	MICROSOFT TECHNOLOGY LICENSING, LLC	
Street Address:	ONE MICROSOFT WAY	
City:	REDMOND	
State/Country:	WASHINGTON	
Postal Code:	98052	

PROPERTY NUMBERS Total: 2

Property Type	Number
Application Number:	16107990
Application Number:	62671370

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.

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 docket@bjfip.com

Correspondent Name: BARTA, JONES & FOLEY, P.C. **Address Line 1:** 2805 N. DALLAS PARKWAY

Address Line 2: SUITE 222

Address Line 4: PLANO, TEXAS 75093

ATTORNEY DOCKET NUMBER:	404490-US-NP
NAME OF SUBMITTER:	HOLLI L. TEMPLETON
SIGNATURE:	/Holli L. Templeton/
DATE SIGNED:	05/10/2019

505471398 PATENT REEL: 049145 FRAME: 0562

Total Attachments: 12 source=404490-US-PSP_Assignments#page1.tif source=404490-US-PSP_Assignments#page2.tif source=404490-US-PSP_Assignments#page3.tif source=404490-US-PSP_Assignments#page4.tif source=404490-US-PSP_Assignments#page5.tif source=404490-US-PSP_Assignments#page6.tif source=404490-US-PSP_Assignments#page7.tif source=404490-US-PSP_Assignments#page8.tif source=404490-US-PSP_Assignments#page9.tif source=404490-US-PSP_Assignments#page10.tif source=404490-US-PSP_Assignments#page11.tif source=404490-US-PSP_Assignments#page11.tif

PATENT REEL: 049145 FRAME: 0563

I Ana Sofia CONZALEZ ACUIRRE ("ASSIGNOR") am the original inventor or an Original joint inventor of subject matter ("NVENTION") disclosed and/or claimed in a patent application entitled "OPTIMIZING VIEWING ASSETS" ("APPLICATION"), which

will be filed. A	SSIGNOR her	eby authorizi	es, and req	uests.
ASSIGNEE'S legal re	presentative.	Microsoft Tec	hnology Lice:	nsing,
LLC., One Microsoft	Way, Redmon	d, Washington	98052 (ASSIC	AKE'S
LEGAL REPRESENTA	TIVES), to in	sert here in	parentheses	filled
on	and given /	Application No.		by
the following Office	US - United St	ates Patent and	l Trademark ()ffice)
this APPLICATION's	Application N	lo., filing date	, and Office,	when
known;				

oxtimes was filed on May 14, 2018 and was given Application No. 62/671,370 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
16/107,990	August 21, 2018	United States Patent & Trademark

Page 1 of 2

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSICNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSICNEE. 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).

Inventor's Signature

Ana Sofia GONZALEZ AGUIRRE

Printed Name in English

Date

Printed Name in Native Language (if other than English)

A /3) /2018

Page 2 of 2

PATENT ASSIGNMENT MS Docket No.: 404490-US-PSP

16/107,990

inventor of	subject matter	("INVENTION") dis	original inventor or an ori closed and/or claimed in " ("APPLICATION"), which:	
	ASSIGNEE'S legal LLC., One Microso LEGAL REPRESEN on the following Offi	representative, Moft Way, Redmond, ITATIVES), to inse and given Ap	y authorizes, and reque icrosoft Technology Licens Washington 98052 (ASSIGN rt here in parentheses (I plication No. es Patent and Trademark Of , filing date, and Office, w	ing, EE'S filed _ by fice)
		ne following Office	given Application No " <u>US – United States Patent a</u>	_{ind} W
behalf of itse of acquiring, priority, in the derived there	If and its successo the entire and e ne INVENTION and efrom, such as co	rs and assigns ("AS xclusive rights, titl the APPLICATION (ntinuing applicatio	shington limited liability co SIGNEE"), is entitled to, and e and interest, including th and all other applications a ns, in whole or in part, in a ries ("APPLICATION DERIVA"	is desirous ne right of nd patents and for the
to insert the		filing date, and O	, ASSIGNEE'S LEGAL REPRES ffice into the following tab	
Application	No.	Filing Date	Office	

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August 21, 2018

United States Patent & Trademark

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MS Docket No.: 404490-US-PSP

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LUMA	(0/19/2018
Inventor's Signature	Date
Michal HLAVAC	
Printed Name in English	Printed Name in Native Language
	(if other than English)

I Ryan I. D'AURELIO ("ASSIGNOR") am the original inventor or an original joint inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "OPTIMIZING VIEWING ASSETS" ("APPLICATION"), which:

MS Docket No.: 404490-US-PSP

d Iliw	e filed.	ASSIGNOR	: hereby	autho	orizes,	and req	uests,
ASSIGN	VEE'S lega	representa	itive, Mid	rosoft	Techno	logy Lice	nsing,
LLC., C	ne Micros	oft Way, Red	dmond, V	Vashing	ton 980	IS2 (ASSIC	JNEE'S
LEGAL	REPRESEN	ITATIVES),	to inser	t here	in par	entheses	(filed
on		and g	iven App	lication	No	·	by
the fol	lowing Off	ice <u>US – Uni</u>	ted State:	s Pateni	and Tra	<u>ademark (</u>	Office)
this Al	PPLICATIO	N's Applicat	tion No.,	filing	date, ar	id Office,	when
known	•						

was filed on May 14, 2018 and was given Application No 62/671,370 by the following Office "US – United States Patent and Trademark Office":

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16/107,990	August 21, 2018	United States Patent & Trademark
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	}	

Page 1 of 2

MS Docket No.: 404490-US-PSP

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Inventor's Signature

Date

Ryan J. D'AURELIO

Printed Name in English

Printed Name in Native Language

8/4/20/8

(if other than English)

application entitled "OPTIMIZING VIEWING ASSETS" ("APPLICATION"), which:

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MS Docket No.: 404490-US-PSP

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 <u>US - United States Patent and Trademark Office</u>)
this APPLICATION's Application No., filing date, and Office, when
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Page 1 of 2

MS Docket No.: 404490-US-PSP

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Inventor's Signature

Date

Michael T. HOCHKEPPEL

Printed Name in English

Printed Name in Native Language

(If other than English)

MS Docket No.: 40490 US FEE

I <u>Charles LAPP</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 VIEWING ASSETS</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										
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	the following Office <u>US - United States Patent and Trademark Office</u>)										
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\boxtimes	was filed on May 14, 2018 and was given Application No										
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	Trademark Office";										

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16/107,990	August 21, 2018	United States Patent & Trademark
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MS Docket No.: 404400-US-PSP

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Inventor's Signature Charles LAPP	- 7/5/2018 Date							
Printed Name in English	Printed Name in Native Language (if other than English)							

Trademark Office";

I <u>Pedro J. Ramirez</u> ("ASSIGNOR") am the original inventor or an original joint
inventor of subject matter ("INVENTION") disclosed and/or claimed in a patent
application entitled "OPTIMIZING VIEWING ASSETS" ("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
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Pedro J. Ramirez

Printed Name in English

Printed Name in English

Printed Name in Native Language (if other than English)

MS Docket No.: 404490-US-PSP