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HEET

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To the Hon. Commissioner of Pa

102354594

the attached original documents.

1. Name of conveying party(ies):

DOMINIC CHEUNG
DENNIS WU
BARRY LAFFOON
ALAN LANG
SCOTT SNELL
JIE ZHANG
PIERRE WANG

JENNIFER WU
PETER GOODWINE
WAI-YIN WONG
CAREY SUBLETTE
STEPHAN CUNNINGHAM
BRUCE T. HOLMES

2. Name and address of receiving party(ies):

Name: Overture Services, Inc.
Street Address: 74 North Pasadena Ave. 3rd Fl
City: Pasadena State: California

3. Nature of Conveyance:

☒ Assignment (executed in counterpart - total 5 pages)

☐ Merger

☐ Security Agreement ☐ Change of Name

☐ Other

Execution Date: January 16, 2003

Additional name(s) & addresses attached?

☐ Yes ☒ No

4. Application Number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s) 10/244,051

B. Patent No.(s)

Filed: September 13, 2002

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed

Name: LAW OFFICES OF JAMES D. IVEY

Street Address: 3025 TOTTERDELL STREET

City: OAKLAND State: CA Zip: 94611-1742

6. Total number of applications and patents involved 1

7. Total fee(37CFR3.41)\$ 40.00

☒ Enclosed

☐ Authorized to be charged to deposit account.

8. Deposit Account Number -
(Attach duplicate copy of this page if paying by Deposit Account.)

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

James D. Ivey

Name of Person Signing

[Signature]
Signature

January 23, 2003

Date

Total number of pages comprising cover sheet: 1

Mail documents to be recorded with required cover sheet information to:

Hon. Commissioner of Patents and Trademarks

Box: Assignments

Washington, D.C. 20231

E:\LawPractice\Files\2232p\Clmp\RecordCover.sxw

PATENT
REEL: 013704 FRAME: 0321

ASSIGNMENT (executed in counterpart)

For good and valuable consideration, receipt of which is hereby acknowledged, we, Dominic Cheung of South Pasadena, California, Dennis Wu of Foster City, California, Barry Laffoon of Glendale, California, Alan Lang of Redondo Beach, California, Scott Snell of Hollywood, California, Jie Zhang of Saugus, California, Pierre Wang of Beverly Hills, California, Jennifer Wu of Los Angeles, California, Peter Goodwine of Altadena, California, Wai-Yin Wong of La Crescenta, California, Carey Sublette of Rancho Cucamonga, California, Stephan Cunningham of Burbank, California, and Bruce T. Holmes of Pasadena, California, hereby sell, assign, and transfer to Overture Services Inc., a Delaware corporation, having a place of business at 74 North Pasadena Avenue, 3rd Floor, Pasadena, California 91103, its successors and assigns, the entire right, title, and interest through the world in our invention in:

AUTOMATED PROCESSING OF APPROPRIATENESS DETERMINATION OF
CONTENT FOR SEARCH LISTINGS IN WIDE AREA NETWORK SEARCHES

for which we have made a United States Utility Patent Application, Serial Number 10/244,051, filed on September 13, 2002 and all patent applications and patents of every country for said invention, including divisions, reissues, continuations, and extensions thereof, and all rights of priority resulting from the filing of said applications; we authorize the above-named assignee to apply for patents of foreign countries for said invention, and to claim all rights of priority without further authorization from us; we agree to execute all papers useful in connection with said United States and foreign applications, and generally to do everything possible to aid said assignee, their successors, assigns, and nominees, at their request and expense, in obtaining and enforcing patents for said invention in all countries; and we request the Commissioner for Patents and Trademarks to issue all patents granted for said invention to the above-named assignee, its successors, and assigns.

Executed this _____ day of _____, 20____.
day month year

Dominic Cheung

Executed this 14 day of Nov., 2002
day month year

Dennis Wu

PLEASE SEE ATTACHED
CURRENT CALIFORNIA FORM

Pls

Executed this _____ day of _____, 20____.
day month year

Barry Laffoon

Executed this _____ day of _____, 20____.
day month year

Alan Lang

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Santa Clara

SS.

On Nov. 14th, 2002 before me,

Roumiana A. Kadiev, Notary Public

Name and Title of Officer (e.g., "Jane Doe, Notary Public")

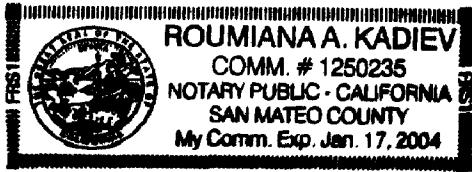
personally appeared Dennis Wu

Name(s) of Signer(s)

☐ personally known to me

☒ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Roumiana A. Kadiev

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment

Document Date: 11.04.2002

Number of Pages: Two (02)

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

Signer's Name: _____

- ☐ Individual
☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General
☐ Attorney-in-Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: _____

RIGHT THUMBPRINT
OF SIGNER

Top of thumb here

ASSIGNMENT (executed in counterpart)

Scott Snell

Jie Zhang

Pierre Wang

Jennifer Wu

Peter Goodwine

Wai-Yin Wong

Carey Sublette

Stephan Cunningham

Bruce T. Holmes

ASSIGNMENT

WHEREAS, Dominic Cheung, Dennis Wu, Barry Laffoon, Alan Lang, Scott Snell, Jie Zhang, Pierre Wang, Jennifer Wu, Peter Goodwine, Wai-Yin Wong, Carey Sublette, Stephan Cunningham, and Bruce T. Holmes, hereinafter called the "Assignors", have made the invention described in the United States patent application entitled AUTOMATED PROCESSING OF APPROPRIATENESS DETERMINATION OF CONTENT FOR SEARCH LISTINGS IN WIDE AREA NETWORK SEARCHES, for a full description of which reference is here made to an application for Letters Patent of the United States filed on September 13, 2002, and assigned Application Serial No. 10/244,051;

WHEREAS, Overture Services, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at 74 North Pasadena Avenue, 3rd Floor, Pasadena, California 91103, hereinafter called the "Assignee", desires to acquire the entire right, title and interest in and to the invention and the patent application identified above, and all patents which may be obtained for said invention, as set forth below;

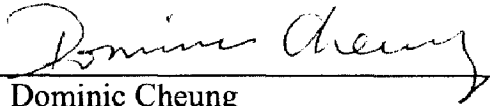
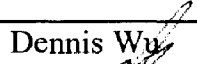



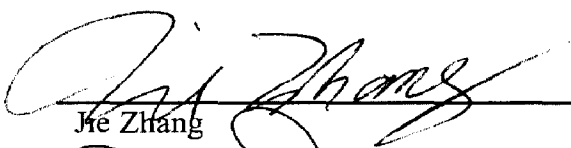
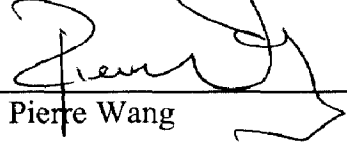
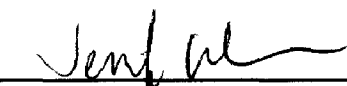
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, the entire right, title and interest for the United States in and to the invention and the patent application identified above, and any patents that may issue for said invention in the United States; together with the entire right, title and interest in and to said invention and all patent applications and patents therefor in all countries foreign to the United States, including the full right to claim for any such application all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; to have and to hold for the sole and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent application identified above; in the making and prosecution of any other patent

applications that the Assignee may elect to make covering the invention identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said invention, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.

IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATED:	<u>01/16/03</u>	<u></u> Dominic Cheung
DATED:	<u> </u>	<u></u> Dennis Wu
DATED:	<u>01/02/03</u>	<u></u> Barry Laffoon
DATED:	<u>11/13/02</u>	<u></u> Alan Lang
DATED:	<u>11/13/02</u>	<u></u> Scott Snell
DATED:	<u>12/5/02</u>	<u></u> Jie Zhang
DATED:	<u>12/5/02</u>	<u></u> Pierre Wang
DATED:	<u>11/13/02</u>	<u></u> Jennifer Wu

DATED: 1/15/03

Peter Goodwine
Peter Goodwine

DATED: 1/15/2003

Wai-Yin Wong
Wai-Yin Wong

DATED: 12/5/2002

Carey B. Sublette
Carey Sublette

DATED: 12/5/2002

Stephan Cunningham
Stephan Cunningham

DATED: 12/5/2002

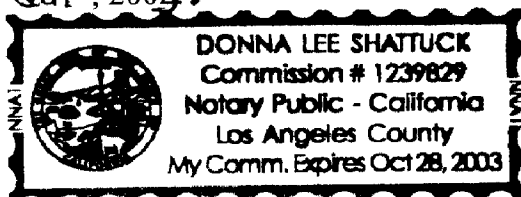
Bruce T. Holmes
Bruce T. Holmes

STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Dominic Cheung, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
16th day of Jan, 2003.

(SEAL)



Donna Lee Shattuck
Notary Public

My Commission Expires: 10/28/03

STATE OF)
) ss.
COUNTY OF)

I, , a Notary Public in and for the County and State aforesaid, do hereby certify that Dennis Wu, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
day of , 2002.

Notary Public

(SEAL)

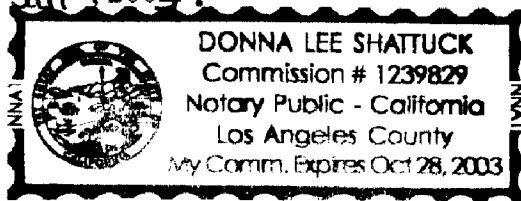
My Commission Expires:

STATE OF *California*)
) ss.
COUNTY OF *Los Angeles*)

I, *Donna Lee Shattuck*, a Notary Public in and for the County and State aforesaid, do hereby certify that Barry Laffoon, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
2nd day of *Jan*, 200*3*.

(SEAL)



[Signature]

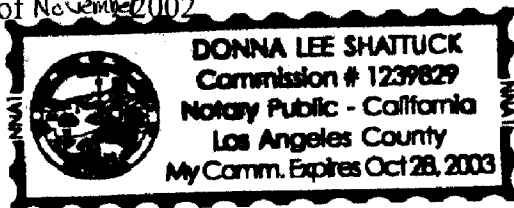
Notary Public

My Commission Expires: *10/28/03*

STATE OF California)
) Ss.
COUNTY OF Los Angeles)

I, ~~Donna Lee Shattuck~~, a Notary Public in and for the County and State aforesaid, do hereby certify that Alan Lang, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
13th day of November 2002



(SEAL)


Notary Public

My Commission Expires: 10/28/03

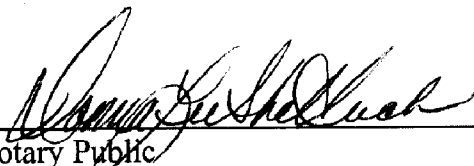
STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, ~~Donna Lee Shattuck~~, a Notary Public in and for the County and State aforesaid, do hereby certify that Scott Snell, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
13th day of Nov, 2002.



(SEAL)

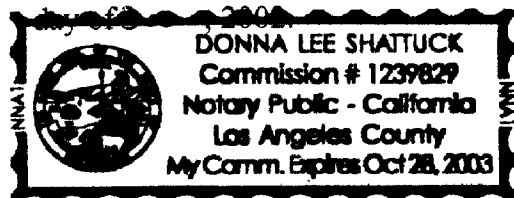

Notary Public

My Commission Expires: 10/28/03

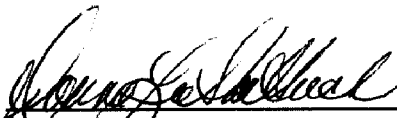
STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Jie Zhang, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this



(SEAL)

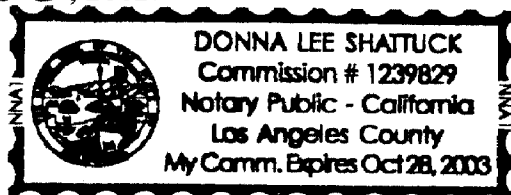

Notary Public

My Commission Expires: 10/28/03

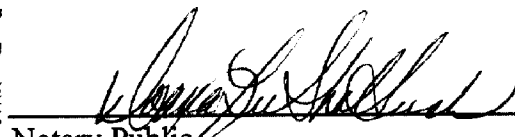
STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Pierre Wang, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
5th day of Dec, 2002.



(SEAL)


Notary Public

My Commission Expires: 10/28/03

STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Jennifer Wu, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
13th day of Nov., 2002.

(SEAL)




Notary Public

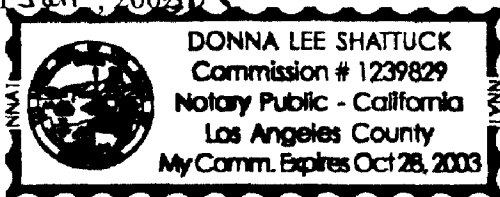
My Commission Expires: 10/28/03


STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Peter Goodwine, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
15th day of Jan., 2003

(SEAL)



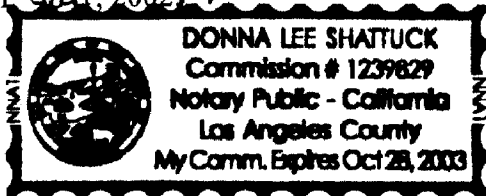

Notary Public

My Commission Expires: 10/28/03

STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Wai-Yin Wong, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
15th day of Jun, 2003 DA



(SEAL)

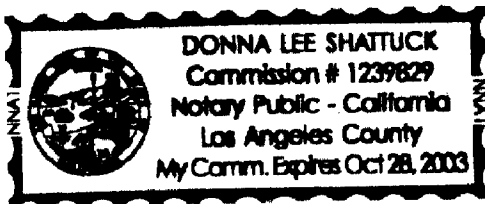
[Signature]
Notary Public

My Commission Expires: 10/28/03

STATE OF California)
) ss.
COUNTY OF Los Angeles)

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Carey Sublette, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
5th day of Dec, 2002.



(SEAL)

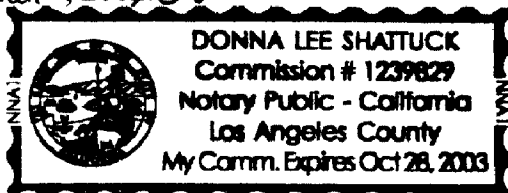
[Signature]
Notary Public

My Commission Expires: 10/28/03

STATE OF California)
COUNTY OF Los Angeles) ss.

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Stephan Cunningham, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
2nd day of Jan, 2002/3.




Notary Public

(SEAL)


My Commission Expires: 10/28/03

STATE OF California)
COUNTY OF Los Angeles) ss.

I, Donna Lee Shattuck, a Notary Public in and for the County and State aforesaid, do hereby certify that Bruce T. Holmes, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that (s)he signed, sealed and delivered the said instrument as his/her free and voluntary act for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this
5th day of Dec, 2002.




Notary Public

(SEAL)

My Commission Expires: 10/28/03