

09-04-2003

Docket No.: 50269-0558



FORM PTO-1596
1-31-92

EET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

102541339

PATENTS OFFICE

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of Conveying Party(ies): 8-25-03
Bhavesh Mehta, Michael D. Bigby
Additional name(s) of conveying party(ies) attached? Yes

2. Name and address of receiving party(ies):
Name: Yahoo! Inc.
Internal Address: _____

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Street Address: 701 First Avenue
City: Sunnyvale State/Country CA ZIP: 94089

Execution Date: 8/18/03, 8/17/03

Additional name(s) & address(es) attached? Yes

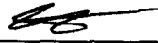
4. Application number(s) or patent number(s): 10648599
If the document is being filed together with a new application, the execution date of the application is: 8/18/03, 8/17/03
A. Patent Application No(s).
B. Patent No(s).

Additional numbers attached? Yes

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Hickman Palermo Truong & Becker, LLP
Internal Address: _____
Street Address: 1600 Willow Street
City: San Jose State: CA Zip: 95125-5106

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 3.41) \$40.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
50-1302

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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.
Brian D. Hickman, Reg. No. 35,894  August 25 2003

Name and Registration No. of Person Signing _____ Signature _____ Date _____
Total number of pages comprising cover sheet: 1

CMB No. 0851-0011 (exp. 4/94)

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PATENT
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ASSIGNMENT

WHEREAS WE, BHAVESH MEHTA and MICHAEL D. BIGBY have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK, executed by us on the date of execution of this document, as shown below, and filed concurrently herewith;

OR

for which an application for United States Letters Patent was filed on _____, and identified by United States Serial No. _____;

AND WHEREAS, YAHOO! INC., a corporation of the State of Delaware and having an address of 701 First Avenue, Sunnyvale, California 94089 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, we do hereby sell, assign, transfer and set over unto YAHOO! INC., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, we hereby agree with the said assignee that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND WE request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said YAHOO! INC., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

8/18/03

Date

B.R. Mehta

BHAVESH MEHTA

8/17/03

Date

MICHAEL D. BIGBY