Form **PTO-1595** (Rev. 03-05) OMB No. 0651-0027 (exp. 6/30/2005) RE(

J.S. DEPARTMENT OF COMMERCE d States Patent and Trademark Office

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To the Director of the U.S. Patent and Trademark Office: Please	record the attached documents or the new address(es) below.
To the Director of the U.S. Patent and Trademark Office: Please 1. Name of conveying party(ies): Aaron F. Weiss (07/21/2005), Wei Wang (07/19/2005), and Egon Smola (07/18/2005) Additional name(s) of conveying party(ies) attached? Yes X No 3. Nature of conveyance/Execution Date(s): Execution Date(s): in parentheses after inventor name X Assignment Merger Change of Name Security Agreement Joint Research Agreement Government Interest Assignment Executive Order 9424, Confirmatory License Other	2. Name and address of receiving party(les) Name: Yahoo! Inc. Internal Address: Street Address: Legal Department D-274 701 First Avenue City: Sunnyvale State: California Country: United States of America Zip: 94089 Additional name(s) & address(es) Yes X No attached:
4. Application or patent number(s): A. Patent Application No.(s) Additional numbers attached?	This document is being filed together with a new application. B. Patent No.(s) Yes X No
5. Name and address to whom correspondence concerning document should be mailed: Name: Jamie L. Wiegand DARBY & DARBY P.C. Internal Address: Atty. Dkt.: 08226/1201525-US3 Street Address: P.O. Box 5257	6. Total number of applications and patents Involved: 7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00 Authorized to be charged by credit card Authorized to be charged to deposit account X Enclosed None required (government interest not affecting title)
City: New York State: NY Zip:10150-5257 Phone Number: (206) 262-8900 Fax Number: (212) 527-7701 Email Address: jwiegand@darbylaw.com 9. Signature: Signature	8. Payment Information a. Credit Card Last 4 Numbers Expiration Date b. Deposit Account Number Authorized User Name July 28, 2005 Date
Jamie L. Wiegand - 52,361 Name of Person Signing	Total number of pages including cover sheet, attachments, and documents:

08/01/2005 EHAILE1 00000063 11 40.00 GF Q6 F0:8**02**1

Attorney Docket No.: 08226/1201525-US3

ASSIGNMENT

- I, Aaron F. Weiss, a citizen of US, residing at 450 N. Mathilda Avenue, #Q103; Sunnyvale, California 94085; and
- I, Wei Wang, a citizen of US, residing at 98 Cebalo Lane; Atherton, California 94027; and
- I, Egon Smola, a citizen of Austria, residing at 1098 Blackfield Way; Mountain View, California 94040;

and each of us, if more than one person is identified above (hereinafter "ASSIGNOR") in consideration of the sum of Ten Dollars (\$10.00), or the equivalent thereof, and other good and valuable consideration, the sufficiency of which and receipt of which are hereby acknowledged, paid to ASSIGNOR by

Yahoo! Inc.

a Corporation organized under the laws of Delaware, located at Legal Department, D-274, 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), do hereby sell and assign to said ASSIGNEE, its successors and assigns, the below indicated right, title, and interest, throughout the world in and to my Invention entitled:

SYSTEM AND METHOD OF ADAPTIVE PERSONALIZATION OF SEARCH RESULTS FOR ONLINE DATING SERVICES

invented by me and described in the specification bearing the above Attorney Docket No. and title executed by me concurrently herewith; and all patents, divisions, reissues, continuations and any extensions thereof and rights of priority therein, said interest being my entire ownership interest in the same, to be held and enjoyed by said ASSIGNEE, its successors, assigns, or other legal representatives, to the full end of the term thereof, as fully and entirely as the same would have been held and enjoyed by me if this assignment and sale had not be made;

And for the consideration aforesaid, I hereby covenant and agree to and with said ASSIGNEE, its successors and assigns, that whenever ASSIGNEE, its counsel or representative, or the counsel or representative of its successors or assigns, shall advise that an amendment to, or a division of, or any other proceeding or action in connection with an

PATENT REEL: 016801 FRAME: 0146 application concerning said Invention, including interference proceedings, is lawful and desirable, or that a reissue or continuation or extension of such application or patent issuing therefrom is lawful and desirable, I will sign all papers and drawings, take all rightful oaths and affidavits, and do all acts necessary or required to be done for the procurement of all lawful rights associated with the Invention, or for the reissue or continuation or extension of the same, will do all acts necessary or required to secure in said ASSIGNEE, its successors or assigns, the title to and full benefit of all rights hereby assigned, without charge to said ASSIGNEE or its successors or assigns, but at its or their expense; and I hereby appoint every present or future officer of said ASSIGNEE as my agent to sign all such papers and to do all such necessary acts on my behalf, to the fullest extent permitted by law;

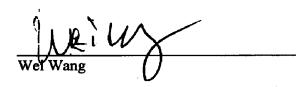
And I hereby authorize and request the Commissioner of Patents and Trademarks and any other granting authority to issue any Letters Patent resulting from said Invention and application(s) concerning same to said ASSIGNEE.

This assignment shall have an effective date corresponding to the last date of execution.

I declare under penalty of perjury under the laws of the United States of America, and under penalty of the laws of any other jurisdiction before which this document may be presented, that I have signed this document as my own free act and that all of the foregoing is true and correct.

asm Wein State of California) ss. County of Santa crow My 21, 2005, before me, Cindy Van Wassenhar, personally On Aaron F. Weiss personally known to me appeared to me on the basis of satisfactory evidence, to be the person whose name (a) 13/20 subscribed to the within instrument and acknowledged to me that he she/they executed the same in the ther their authorized capacity (ies), and that by his her their signature on the instrument the person(c), or the entity upon behalf of which the person(c) acted, executed the instrument. WITNESS my hand and official seal. evely VanDonation

PATENT REEL: 016801 FRAME: 0147



State of California) Sss.
County of Santa Clare)
On
Egon Smola
State of California)) ss.
County of Sarta Clara
on Styles, before me, Cody Vaccoston, personally appeared Egon Smola personally known to me proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) 15/40 subscribed to the within instrument and acknowledged to me that he she/they executed the same in his/he/they authorized capacity(ies), and that by his/he/they signature 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.
Curdy January Public - Collection Santa Chara County My Connection 11, 2000

RECORDED: 07/28/2005

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