

12-07-2005



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PATENTS

RECORD

ET

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Tina Weyand
 Rosie Jones
 Benjamin Rey

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: Yahoo! Inc.
 Street Address: 74 North Pasadena Avenue, 3rd Floor
 City: Pasadena State: CA ZIP: 91130

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:

Execution Date: November 14, 2005, November 14, 2005 and November 14, 2005

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)
11/202,388

B. Patent No.(s)

Additional numbers attached? Yes No

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

BROWN RAYSMAN MILLSTEIN FELDER & STEINER LLP
 900 Third Avenue
 New York, New York 10022
 (212) 895-2000

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):..... \$ 40.00
 Check enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 02-4270
 (Attach duplicate copy of this page by deposit account)
 Please charge any additional fees required, or credit any overpayment, to the above deposit account

DO NOT USE THIS SPACE

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.

Steven S. Rubin, Reg. No. 43,063
 Name of Person Signing

Signature

11/29/05
 Date

Total number of pages including cover sheet, attachments and document: 4

Assignment Division (Facsimile No. (703) 306-5995)
 Commissioner of Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

12/06/2005 ECOOPER 00000113 11202388

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PATENT REEL: 017294 FRAME: 0277

50-90-81

11/29/05

ASSIGNMENT

WHEREAS, we, Tina Weyand, a citizen of USA, residing at 14301 Manzanita St, Los Angeles 90027, Rosie Jones, a citizen of Australia, residing at 82 South Oak Avenue, Pasadena, CA 91107, and Benjamin Rey, a citizen of France, residing at 655 Garland Court, Santa Monica, CA, have invented one or more inventions (hereinafter referred to as "said invention(s)") disclosed in a nonprovisional application for Letters Patent of the United States titled ALTERNATE SEARCH QUERY PROCESSING IN A TERM BIDDING SYSTEM, (hereinafter referred to as "said application"), said application having been assigned application serial number 11/202, 388 and filed on August 10, 2005.

WHEREAS, Yahoo!, Inc. (hereinafter together with its successors and assigns referred to as "the Assignee"), a Delaware corporation having offices and a place of business at 74 North Pasadena Avenue, 3rd Floor, Pasadena, CA 91103 is desirous of obtaining all rights, title and interest in, to and under said invention(s) and said application; and

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of which we hereby acknowledge, we have sold, assigned, transferred and set over, and by these presents hereby sell, assign, transfer and set over to the Assignee all right, title and interest in, to and under said invention(s) and said application, including the right to apply for any Letters Patent of the United States of America and in any and all foreign countries on said invention(s), and any and all other applications for Letters Patent on said invention(s), in whatsoever countries, including all divisional, renewal, substitute, continuation, continuation-in-part and convention applications based in whole or in part upon said invention(s) or upon said application, and any and all Letters Patent which may issue thereon in the United States and foreign countries, and any and all reissues, extensions, renewals, divisions, continuations or continuations-in-part of Letters Patent granted for said invention(s) or upon said applications, to the full term or terms for which said Letters Patent may be issued, and every priority right that is or may be predicated upon or arise from said invention(s), said application and said Letters Patent, the same to be held and enjoyed by the Assignee for its own use and benefit fully and entirely as if the same would have been held and enjoyed by us had this Assignment not been made. We hereby authorize the Assignee to file patent applications in any and all countries on any or all of said invention(s) in our names, or in its name, or otherwise as the Assignee may deem advisable, under the International Convention or otherwise.

We hereby authorize the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue patents, to record this Assignment, and to issue or transfer all said Letters Patent on said invention(s) to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

We hereby represent and warrant that we have the full right to convey the entire right and interest herein assigned, that there are no rights or interests outstanding inconsistent

Date: 11/14/05

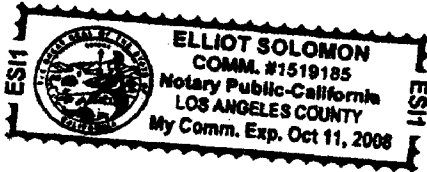
[Signature]
(Signature) Rosie Jones

STATE OF CA)
)
COUNTY OF Los Angeles) SS.:

On this 14 day of November, 2005, before me came Rosie Jones, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

[Signature]

Notary Public



Date: 11/14/05

[Signature]
(Signature) Benjamin Rey

STATE OF CA)
)
COUNTY OF Los Angeles) SS.:

On this 14 day of Nov, 2005, before me came Benjamin Rey, to me known and known to me to be the individual described in, and who executed the foregoing instrument, and he/she has acknowledged to me that he/she has executed the same.

[Signature]

Notary Public

