

01-11-2006

Docket No.: 50269-0715

1-9-06



FORM PTO-1596
1-31-92

103155883
PATENTS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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

1. Name of Conveying Party(ies):
(a) Alwin Chan; (b) Reiner Kraft
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: (a) September 19, 2005; (b) November 9, 2005

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

4. Application number(s) or patent number(s):
If the document is being filed together with a new application, the execution date of the application is:
A. Patent Application No(s).
11/232,270
Additional numbers attached? Yes

B. Patent No(s).
11/232,270

OFFICE OF THE COMMISSIONER OF PATENTS AND TRADEMARKS
FINANCE SECTION
NOV 14 2005

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Hickman Palermo Truong & Becker LLP
Internal Address: _____
Street Address: 2055 Gateway Place, Suite 550
City: San Jose State: CA Zip: 95110

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

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.

Brian D. Hickman, Reg. No. 35,894

Jan. 3, 2006
December 3, 2005

Name and Registration No. of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1

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

01/11/2006 DBYRNE 00000006 11232270

01 FC:8021

40.00 EP

previously 017887-017200US

PATENT
REEL: 017405 FRAME: 0696

Attorney Docket No.: 017887-017200US

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Alwin Chan of 1465 Oakhurst Avenue, San Carlos, CA 94070; and Reiner Kraft of 9406 Wetsand Court, Gilroy, CA 95020, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: SYSTEMS AND METHODS FOR PRESENTING
ADVERTISING CONTENT BASED ON PUBLISHER-
SELECTED LABELS

Date(s) of execution of Declaration:

Filing Date: **September 20, 2005**

Application No.: **11/232,270** ; and

WHEREAS, Yahoo! Inc., a corporation of the state of Delaware, located at 701 First Avenue, Sunnyvale, CA 94089, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, Eighth Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: Sept 19, 2005

Alwin Chan
Alwin Chan

Dated: _____

Reiner Kraft

60590359 v1

ASSIGNMENT

WHEREAS WE, Alwin Fei Quen Chan of San Carlos, California; and Reiner Kraft of Gilroy, California; both of USA, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled, "SYSTEMS AND METHODS FOR PRESENTING ADVERTISING CONTENT BASED ON PUBLISHER-SELECTED LABELS", for which an application for United States Letters Patent was filed on November 20, 2005, and identified by United States Serial No. 11/232,270.

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 ("Assignee"), 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 Assignee, 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.

Date

Alwin Fei Quen Chan

previously 017887-017200US

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STATE OF _____)
COUNTY OF _____) ss.

On this _____ day of _____, 2005, before me personally appeared Alwin Fei Quen Chan, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

SEAL

Notary Public

My commission expires _____

11/9/05

Date

Reiner Kraft

Reiner Kraft

STATE OF California)
COUNTY OF Santa Clara) ss.

On this 9th day of November, 2005, before me personally appeared Reiner Kraft, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

SEAL

Clare Calaprice Finney

Notary Public

My commission expires Apr. 15, 2007

