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Patent and Trademark

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

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1. Name of conveying party(ies):

Jacob Aqraou

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment ☐ Merger☐ Security Agreement ☐ Change of Name☐ OtherExecution Date: April 6, 2006

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

Name: eBay Inc.

Street Address: 2145 Hamilton Avenue

City: San Jose State: CA Zip: 95125Additional name(s) & address(es) 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)

B. Patent No.(s)

Serial No. 11/321,540, filed December 29, 2005

Additional numbers attached? ☐ Yes ☒ No

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

Name: Mark V. Muller

Address:

Schwegman, Lundberg, Woessner & Kluth, P.A.  
P.O. Box 2938  
Minneapolis, MN 554026. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00☐ Enclosed☒ Authorized to be charged to deposit account

8. Please charge any additional fees or credit any over payments to our Deposit account number: 19-0743

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DO NOT USE THIS SPACE

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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.

Mark V. Muller/Reg. No. 37,509

Name of Person Signing

Mark V. Muller

Signature

JULY 21, 2006

Date

Total number of pages including cover sheet: 3

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


**Mail Stop Assignment Recordation Services**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

## ASSIGNMENT

WHEREAS, We, Henri Moissinac, residing at 1 Place Alphonse Deville 75006, Paris,, France, and Laura Robyn Peile, residing at 120A Whitney St., San Francisco, CA 94131, and Jeffrey Wong, residing at 50 Starview Drive, Oakland, CA 94618, and Jacob Agraou, residing at 531 Torwood Lane, Los Altos, CA 94022, made certain new and useful inventions and improvements for which we filed an application for Letters Patent of the United States on December 29, 2005, which application was assigned U.S. patent application serial number 11/321,540, and is entitled PRODUCT-BASED ADVERTISING;

AND WHEREAS, eBay Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 2145 Hamilton Avenue, San Jose, CA 95125 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefor;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, we have sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.



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AND, for the consideration aforesaid, we do hereby agree that we and our executors and legal representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors and representatives all facts known to us relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, we covenant and agree with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by us and that full right to convey the same as herein expressed is possessed by us.

IN TESTIMONY WHEREOF, I have hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Henri Moissinac

IN TESTIMONY WHEREOF, I have hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Laura R. Peile

IN TESTIMONY WHEREOF, I have hereunto set my hand this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Jeffrey Wong

IN TESTIMONY WHEREOF, I have hereunto set my hand this 06 day of April, 2006.

  
\_\_\_\_\_  
Jacob Agraon

## SCHWEGMAN ■ LUNDBERG ■ WOESSNER ■ KLUTH

PATENT, TRADEMARK &amp; COPYRIGHT ATTORNEYS

P.O. Box 2938

Minneapolis, MN 55402

Telephone (612) 373-6900

Facsimile (612) 339-3061

July 21, 2006

Time: 3:05 pm  
(Minneapolis, Minn.)TO: Commissioner for Patents  
Attn: Assignment Recordation Services  
Patent Examining Corps  
Facsimile Center  
P.O. Box 1450  
Alexandria, VA 22313-1450

FROM: Mark V. Muller

OUR REF: 2043.291US1

**FAX NUMBER 571-273-0140**

## Documents Transmitted:

**Assignment (2 pages), Assignment Recordation Form Cover Sheet (1 page), authorization to charge Deposit Account No. 19-0743 in the amount of \$40.00 to cover the Assignment Recording Fee.**

Total pages of this transmission, including cover letter: (4 pgs)

If you do NOT receive all of the pages described above, please telephone us at 612-373-6900 or fax us at 612-339-3061.

In re. Patent Application of: Henri Moissinac et al.

Examiner:

Serial No.: 11/321,540

Group Art Unit: 3624

Filed: December 29, 2005

Docket No.: 2043.291US1

Title: PRODUCT-BASED ADVERTISING

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

By: Mark V. Muller  
Name: Mark V. Muller  
Reg. No. 37,509

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below

  
Lynnea M. FedykJuly 21, 2006  
Date