PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Usama M. Fayyad	07/17/2006
Andrew Tomkins	06/23/2006

RECEIVING PARTY DATA

Name:	YAHOO! Inc.
Street Address:	701 First Avenue
City:	Sunnyvale
State/Country:	CALIFORNIA
Postal Code:	94089

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11444996

CORRESPONDENCE DATA

Fax Number: (510)663-0920

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 510-663-1100

Email: mmitchell@beyerlaw.com

Correspondent Name: Beyer Weaver & Thomas, LLP

Address Line 1: P.O. Box 70250

Address Line 4: Oakland, CALIFORNIA 94612-0250

ATTORNEY DOCKET NUMBER:	YAH1P016

NAME OF SUBMITTER: Joseph M. Villeneuve

Total Attachments: 6

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PATENT REEL: 018043 FRAME: 0066

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> PATENT REEL: 018043 FRAME: 0067

ASSIGNMENT OF PATENT APPLICATION

Whereas I, an undersigned inventor, have invented certain new and useful improvements as set forth in the patent application entitled:

KEYWORD SET AND TARGET AUDIENCE PROFILE GENERALIZATION TECHNIQUES

(Atty. Docket No. YAH1P016), (check one)
for which I have executed a U.S. patent application on even date herewith. (Accompanying) which bears U.S. application No. 11/444,996. (Not accompanying) which is a U.S. provisional application. (Accompanying)
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- 1) Sell, assign and transfer to <u>YAHOO! Inc.</u>, a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 ("ASSIGNEE"), the entire right, title and interest in any and all improvements and inventions disclosed in, applications based upon, and patents granted upon (including foreign patents and the right to claim priority), the above-referenced application.
- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

1. Inventor Signature	: _ O M FA	Y-14-		Date: Juy 17, 2006
	Usama M. Fayy	ad		
State of California	^ :)	SS.	
County of Santa				
On this 17	$\frac{1}{2}$ day of $\frac{1}{2}$ Notary	July Public, pe	ersonally	, in the year 2006, before me, appeared Usama M. Fayyad, personally
known to me (or prove	ed to me on the b	asis of sati	sfactory	evidence) to be the person whose name is
				to me that he/she executed the same in ature on the instrument the person, or the
entity upon behalf of w				
•	hand and official	^		KIM NELSON
Notary Signature	in le	lion		COTTUTE. NO. 1566803 NOTARY PUBLIC - CALIFORNIA SAN MATEO COUNTY My Comm. Expires April 7, 2009
2. Inventor Signature	:			Date:
	Pavel Berkhin			
State of California)		
County of)	SS.	
County of)		
On this	day of			, in the year 2006, before me, appeared Pavel Berkhin, personally
known to me (or prove subscribed to the with his/her authorized capa entity upon behalf of w	ed to me on the basin instrument, a acity(ies), and the	easis of sationand acknown at by his/hacted, executed,	sfactory vledged ner signa	evidence) to be the person whose name is to me that he/she executed the same in ature on the instrument the person, or the
Notary Signature				
				
3. Inventor Signature	•			Date:
3. Inventor Signature	Andrew Tomkir	าร		
State of California)		
State of Camornia)	SS.	
County of)		
			ersonally	, in the year 2006, before me, y appeared Andrew Tomkins, personally evidence) to be the person whose name is
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Notary Signature				<u> </u>

4. Inventor Signature: _				Date:
	Rajesh Girish Pare	kh		
State of California)	SS.	
County of)		
On this	day of, Notary	Public,	personally	in the year 2006, before me, appeared Rajesh Girish Parekh, isfactory evidence) to be the person
whose name is subscribe	ed to the within in norized capacity(n behalf of which	instrumer ies), and the perso	nt, and acknown that by his.	owledged to me that he/she executed /her signature on the instrument the
Notary Signature				(SEM)
5. Inventor Signature: _				Date:
	Jignashu Parikh			
State of)		
County of)	SS.	
	, Notary	Public, p	ersonally ap	in the year 2006, before me, opeared Jignashu Parikh, personally
subscribed to the within	n instrument, and ity(ies), and that ich the person act	d acknow by his/h ted, execu	ledged to ner signature	ence) to be the person whose name is ne that he/she executed the same in on the instrument the person, or the ument.
Notary Signature			·····	
6. Inventor Signature:	David Wellspring	Sculley II		Date:
State of Massachusetts)		
County of)	SS.	
On this	day of	Public no		in the year 2006, before me, peared David Wellspring Sculley II, tisfactory evidence) to be the person
whose name is subscribe	ed to the within horized capacity(n behalf of which	instrumenties), and the person	nt, and ackn I that by his	owledged to me that he/she executed her signature on the instrument the
Notary Signature				

ASSIGNMENT OF PATENT APPLICATION

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KEYWORD SET AND TARGET AUDIENCE PROFILE GENERALIZATION TECHNIQUES

(Atty. I	Docket No. YAH1P016), (check one)
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- 2) Authorize and request the Commissioner of Patents to issue any and all United States Patents resulting from said application or any division, continuation, substitute, renewal, re-examination or reissue thereof to the ASSIGNEE.
- 3) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, perform any acts which are reasonably necessary in connection with the prosecution of said application, as well as any derivative applications thereof, foreign applications based thereon, and/or the enforcement of patents resulting from such applications.
- 4) Agree that the terms, covenants and conditions of this assignment shall inure to the benefit of the ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding upon the inventor, as well as the inventor's heirs, legal representatives and assigns.
- 5) Warrant and represent that I have not entered and will not enter into any assignment, contract, or understanding that conflicts with this assignment.
- 6) Authorize and request my attorney/agent to insert above the application No. in order to assist with recordal of this assignment.

Signed on the date indicated beside my signature.

1. Inventor Signature:			Date:	
U	Usama M. Fayyad			
State of California)) ss.		
County of				
On this	day of , Notary Pu	iblic, personally a	j, in the year 200 ppeared Usama M. Fa	06, before me, yyad, personally
known to me (or prove subscribed to the with his/her authorized capa entity upon behalf of w	d to me on the basis in instrument, and acity(ies), and that b	s of satisfactory ever acknowledged to by his/her signatured, executed the ins	me that he/she execute on the instrument t	n whose name is atted the same in
Notary Signature			(SEAL)	
2 Towns Assault Street Assault			Date:	
2. Inventor Signature:	Pavel Berkhin		_ Date.	1. 81. 10
State of California		,		
) ss.		
County of		_)		
On this	day of	Dublia mamamally	, in the year 20 appeared Pavel Ber	06, before me,
known to me (or prove subscribed to the with his/her authorized capa entity upon behalf of w	d to me on the basis in instrument, and acity(ies), and that	s of satisfactory ever acknowledged to by his/her signatured, executed the ins	ndence) to be the person me that he/she execute on the instrument t	on whose name is uted the same in
Notary Signature			(SEAL)	
3. Inventor Signature			Date: 6/23/c	6
State of California)) ss.		
County of Santa	Clara			
On this 23d known to me (or prove subscribed to the with his/her authorized capaentity upon behalf of w WITNESS my Notary Signature	nin instrument, and acity(ies), and that which the person acte hand and official sea	acknowledged to by his/her signatued, executed the intal.	me that he/she exected re on the instrument the strument.	uted the same in
Revised 01/02, Assign US Not	ary	-		SANTA CLARA COUNTY OMM. EXP. APRIL 15, 2007

PATENT REEL: 018043 FRAME: 0072

		Date:
	Rajesh Girish Parekh	
State of California)	ss.
County of		
On this	day of, Notary Public	, in the year 2006, before m , personally appeared Rajesh Girish Parek
personally known to me whose name is subscribe the same in his/her auth person, or the entity upon	e (or proved to me on the ed to the within instrume horized capacity(ies), an	he basis of satisfactory evidence) to be the persent, and acknowledged to me that he/she executed that by his/her signature on the instrument to son acted, executed the instrument.
Notary Signature		(SEAL)
5. Inventor Signature:	Tionachu Parikh	Date:
	Jighushu i urkii	
State of County of)	ss.
On this	day of	, in the year 2006, before m personally appeared Jignashu Parikh, personal
known to me (or proved	to me on the basis of sat	sfactory evidence) to be the person whose name
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subscribed to the within his/her authorized capac entity upon behalf of whi	instrument, and acknowity (ies), and that by his/lich the person acted, executed and official seal.	wledged to me that he/she executed the same her signature on the instrument the person, or the uted the instrument.
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subscribed to the within his/her authorized capace entity upon behalf of whi WITNESS my has Notary Signature 6. Inventor Signature: State of Massachusetts County of	instrument, and acknowlity(ies), and that by his/lich the person acted, executed and official seal. David Wellspring Sculley II	wledged to me that he/she executed the same her signature on the instrument the person, or the uted the instrument. (SEAL) Date: ss.
subscribed to the within his/her authorized capace entity upon behalf of whi WITNESS my has Notary Signature 6. Inventor Signature: State of Massachusetts County of On this personally known to me whose name is subscribe the same in his/her authorson, or the entity upon	day of, Notary Public, p (or proved to the within instrument)	wledged to me that he/she executed the same her signature on the instrument the person, or the signature of the instrument. (SEAL) Date:

Revised 01/02, Assign US Notary

RECORDED: 08/02/2006

PATENT REEL: 018043 FRAME: 0073