

PATENT ASSIGNMENT

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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
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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

CH \$40.00 11444996

Total Attachments: 6
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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. YAHIP016), (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 YAHOO! Inc., 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:** *U. M. Fayyad*
Usama M. Fayyad

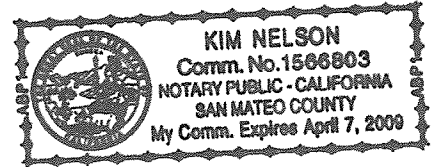
Date: July 17, 2006

State of California)
County of Santa Clara) ss.

On this 17th day of July, in the year 2006, before me, Kim Nelson, Notary Public, personally appeared Usama M. Fayyad, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature *Kim Nelson*



2. **Inventor Signature:** _____
Pavel Berkhin

Date: _____

State of California)
County of _____) ss.

On this _____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Pavel Berkhin, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____

3. **Inventor Signature:** _____
Andrew Tomkins

Date: _____

State of California)
County of _____) ss.

On this _____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Andrew Tomkins, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____

4. **Inventor Signature:** _____ **Date:** _____
Rajesh Girish Parekh

State of California)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Rajesh Girish Parekh, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____

5. **Inventor Signature:** _____ **Date:** _____
Jignashu Parikh

State of _____)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Jignashu Parikh, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____

6. **Inventor Signature:** _____ **Date:** _____
David Wellspring Sculley II

State of Massachusetts)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared David Wellspring Sculley II, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____

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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: Usama M. Fayyad Date: _____

State of California)
)
County of _____) ss.

On this _____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Usama M. Fayyad, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____ (SEAL)

2. Inventor Signature: Pavel Berkhin Date: _____

State of California)
)
County of _____) ss.

On this _____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Pavel Berkhin, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____ (SEAL)

3. Inventor Signature: *Andrew Tomkins* Date: 6/23/06
Andrew Tomkins

State of California)
)
County of Santa Clara) ss.

On this 23d day of June, 2006, in the year 2006, before me, Clare Calaprice Finney, Notary Public, personally appeared Andrew Tomkins, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature *Clare Calaprice Finney*



4. **Inventor Signature:** _____ **Date:** _____

Rajesh Girish Parekh

State of California)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Rajesh Girish Parekh, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____ (SEAL)

5. **Inventor Signature:** _____ **Date:** _____

Jignashu Parikh

State of _____)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared Jignashu Parikh, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____ (SEAL)

6. **Inventor Signature:** _____ **Date:** _____

David Wellspring Sculley II

State of Massachusetts)
)
County of _____) ss.

On this ____ day of _____, in the year 2006, before me, _____, Notary Public, personally appeared David Wellspring Sculley II, 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/she executed the same in his/her authorized capacity(ies), and that by his/her 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.

Notary Signature _____ (SEAL)