

08-07-2006

SHEET

7/27/06



103286878

To The Honorable Commissioner of Patents

Additional documents or copy thereof.

Address of receiving party(ies)

1. Name of conveying party(ies):

Pavel Berkhin
Shanmugasundaram Ravikumar
Andrew Tomkins
John Anthony Tomlin

Name: Yahoo! Inc.

Internal Address:

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Street Address: 701 First Avenue

City: Sunnyvale State: California Zip: 98089

Execution Date: July 27, 2006

Additional 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: Declaration executed July 27, 2006; Title: "SYSTEM AND METHOD FOR POPULATION-TARGETED ADVERTISING"; Express Mail No. EQ708796567US; BERKHIN, Pavel et al., filed on July 27, 2006.

A. Patent Application No.(s)

New Application Filed Herewith -
Exp. Mail No. EQ708796567US

B. Patent No.(s)

Additional numbers attached? Yes No

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

Name: Law Office of Robert O. Bolan

Internal Address: 1160

Company Name:

Street Address: P.O. Box 36

City: Bellevue State: WA ZIP: 98009

6. Total number of applications and patents involved: 1

7. Total Fee (37 CFR 3.41).....\$40.00

- Enclosed
- Authorized to be charged to credit card (form enclosed)

8. Deposit account number:

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.

Robert O. Bolan

Printed Name of Person Signing

Signature

Date: July 27, 2006

Total number of pages including cover sheet, attachments, and document: 5

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

112919 U.S. PTO
11/495269



072706

08/01/2006 KBETEM1 00000041 11495269

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40.00 OP

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

PATENT
REEL: 018115 FRAME: 0073

PATENT ASSIGNMENT

We, Pavel Berkhin, Shanmugasundaram Ravikumar, Andrew Tomkins, and John Anthony Tomlin ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "System and Method for Population-Targeted Advertising" ("APPLICATION"), which:

was filed on _____ and was given U.S. Serial No. _____

is filed concurrently herewith;

Yahoo! Inc., a Delaware Corporation, on behalf of itself and its successors and assigns ("ASSIGNEE"), is entitled to, and is desirous of acquiring, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and all other applications and patents derived therefrom, such as continuing applications, in and for the United States, its territories, and all foreign countries ("APPLICATION DERIVATIVES"));

For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

DATE

7/24/06

DATE

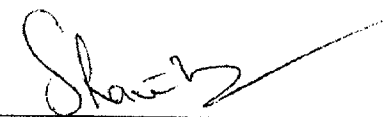
7/24/06

DATE

7/24/06

DATE

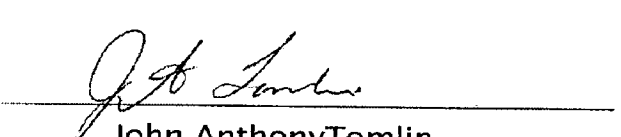
Pavel Berkhin



Shanmugasundaram Ravikumar



Andrew Tomkins



John Anthony Tomlin

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

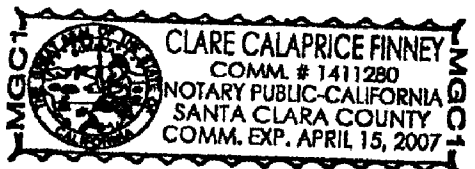
County of Santa Clara } ss.

On 7/24/2006, before me, Clare Calaprice Finney,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Shanmugasundaram Ravikumar Andrew Tomkins and John
Name(s) of Signer(s) Andrew Tomlin

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Place Notary Seal Above

WITNESS my hand and official seal.
Clare Calaprice Finney
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Patent Assignment (ROB 1160)

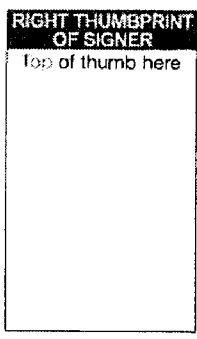
Document Date: 7/24/2006 Number of Pages: 1

Signer(s) Other Than Named Above: Pavel Berkhin

Capacity(ies) Claimed by Signer

Signer's Name: S. Ravikumar, Andrew Tomkins + John A. Tomlin

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: self

(OC Docket No. 1160)

PATENT ASSIGNMENT

We, Pavel Berkhin, Shanmugasundaram Ravikumar, Andrew Tomkins, and John Anthony Tomlin ("ASSIGNOR"), have invented subject matter ("INVENTION") disclosed and/or claimed in a patent application entitled "System and Method for Population-Targeted Advertising" ("APPLICATION"), which:

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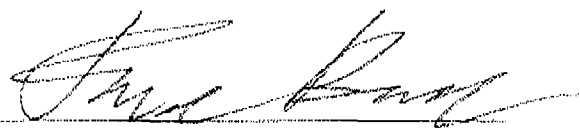
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For good and valuable consideration, the receipt of which is hereby acknowledged by the ASSIGNOR, the ASSIGNOR hereby sells, assigns and transfers to the ASSIGNEE, the entire and exclusive rights, title and interest in the INVENTION and the APPLICATION (and APPLICATION DERIVATIVES);

ASSIGNOR agrees to execute all instruments and documents required for the making and prosecution of the APPLICATION (and APPLICATION DERIVATIVES), for litigation regarding letters patent derived therefrom, and for the purpose of protecting and perfecting title to the APPLICATION (and APPLICATION DERIVATIVES).

July 27, 2006
DATE


Pavel Berkhin

DATE

Shanmugasundaram Ravikumar

DATE

Andrew Tomkins

DATE

Anthony John Tomlin

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Santa Clara

} ss.

On July 27, 2010 before me, Cindy VanWassenhove, Notary

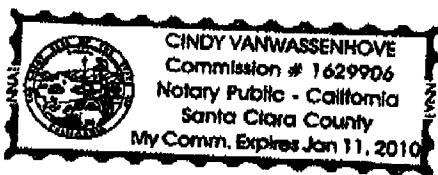
Date

Name and Title of Officer (e.g., "June Doe, Notary Public")

personally appeared Pavel Berthel

Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) ~~is/are~~ subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Cindy VanWassenhove

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Patent 1160

Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____

