FOR	M PTO-1595	08-07-20	00)6	SHEET	U.S. DEPARTMENT OF	COMMERCE ademark Office
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	The Honorable Commissioner of Patents	1032868	79	Q	ress of receiving		<u>0</u>
1.	Name of conveying party(ies): Pavel Berkhin Shanmugasundaram Ravikumar Andrew Tomkins John Anthony Tomlin	7002000	, (Name: Yahoo	•		112919 U.S.P 11/49526(
	litional name(s) of conveying party(ies) attacl	ned? □ Yes ☒ No				100	
3.	Nature of conveyance:						
		er		Street Addres	s: 701 First Ave	nue	
		ge of Name		City: Sunnyva		State: California	Zip:98089
Exe	Cution Date: July 27, 2006			Additional na	me(s) & address	(es) attached? □ Yes	⊠ No
4.	Application number(s) or patent number(s):						
July	nis document is being filed together with a ne v 27, 2006; Title: "SYSTEM AND METHOD RKHIN, Pavel et al., filed on July 27, 2006. Patent Application No.(s)	FOR POPULATION-TAR	RGE	ate of the appli ETED ADVER Patent No.(s)	cation is: Declar TISING"; Expre	ration executed ess Mail No. EQ7087965	67US;
	New Application Filed Herewith – Exp. Mail No. EQ708796567US	A J Jiki ol b on o thou	م مام	d9 □ Vao ☑	No		
5.	Name and address of party to whom corresp	Additional numbers attac	cne	a? Li Yes 🖾	NO		
J.	document should be mailed:		5 .	Total number	of applications	and patents involved: 1	
	Name: Law Office of Robert O. Bolan	<u> </u>	 7.	Total Fee (27	CED 2 /11)		\$40.00
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Box Assignments Washington, D.C. 20231

PATENT ASSIGNMENT

We, Pavel Berkhin, Shanm	ugasundaram Ravikumar, Andrew Tomkins, and
John Anthony Tomlin ("ASSIGNOR"), have	ve invented subject matter ("INVENTION")
disclosed and/or claimed in a patent ap	oplication entitled "System and Method for
Population-Targeted Advertising" ("APP	LICATION"), which:
was filed on	and was given U.S. Serial No.
oxtimes is filed concurrently h	nerewith;
Yahoo! Inc., a Delaware C	orporation, 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	e INVENTION and the APPLICATION (and all
other applications and patents derived	therefrom, such as continuing applications, in
	, and all foreign countries ("APPLICATION
DERIVATIVES"));	
For good and valuable co	nsideration, the receipt of which is hereby
	SSIGNOR hereby sells, assigns and transfers to
	rights, title and interest in the INVENTION and
the APPLICATION (and APPLICATION DE	
	ute all instruments and documents required for
	LICATION (and APPLICATION DERIVATIVES), for
	ed therefrom, and for the purpose of protecting
and perfecting title to the APPLICATION	
and perioding the to the full liefthon	(and AIT EIGATION DERIVATIVES).
DATE	Pavel Berkhin
7/24/06	Marin
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DATE	Shanmugasundaram Ravikumar
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7/24/06	Andrew Tomkins Of Sand
	Andrew Tomkins Andrew Tomkins John AnthonyTomlin

LIFORNIA ALL-PURPOSE ACK	NOWLEDGMENT
State of California)
County of Santa Clara	} ss.
On 7/24/2006 , before me,	Clare Calaprice Finney Name and Title of Officer (e.g., "Jane Doe, Notary Public") Tam Ravikumar Andrew Tomkins and Juhn Name(s) of Signer(s) Andrew Tomlin
personally appeared Shanmugasundar	ram Ravikumar AndrewTonkins and John Name(s) of Signer(s) Andrew Tomin
CLARE CALAPRICE FINNEY COMM. # 1411280 COMM. # 1411280 SANTA CLARA COUNTY O	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.
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Capacity(ies) Claimed by Signer Signer's Name: 5 Ravikumar, Andrew Individual Corporate Officer — Title(s):	Tomkas + John A. Tomlia RIGHT THUMBPRINT OF SIGNER
☐ Partner — ☐ Limited ☐ Conoral	

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☐ Attorney in Fact

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PATENT ASSIGNMENT

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John Anthony Tomlin ("ASSIGNOR"), have ir	
disclosed and/or claimed in a patent applic	cation entitled "System and Method for
Population-Targeted Advertising" ("APPLICATION OF TARGET AND TRANSPORTED TO THE PROPERTY OF T	ATION"), which:
was filed on	and was given U.S. Serial No.
is filed concurrently here	with;
Yahoo! Inc., a Delaware Corpo	oration, on behalf of itself and its successors
and assigns ("ASSIGNEE"), is entitled to, and	
exclusive rights, title and interest in the IN	
other applications and patents derived the	
and for the United States, its territories, an	
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	leration, the receipt of which is hereby
"	•
acknowledged by the ASSIGNOR, the ASSIG	·
the ASSIGNEE, the entire and exclusive righ	
the APPLICATION (and APPLICATION DERIV	
_	all instruments and documents required for
•	ATION (and APPLICATION DERIVATIVES), for
	herefrom, and for the purpose of protecting
and perfecting title to the APPLICATION (an	id APPLICATION DERIVATIVES).
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July 27, 2006	The form
DATE	Pavel Berkhin
DATE	Pavei berkiiii
DATE	Shanmugasundaram Ravikumar
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DATE	Andrew Tomkins
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DATE	Anthony John Tomlin

State of California)
County of Souther Cleare	
On SM Z7 ZUV before me,	Covidy January Conservation (e.g., June Dae, Nothery Public)
personally appeared Paul Bank	Name(s) at Signat(s)
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	I personally known to me proved to me on the basis of satisfactory evidence
CINDY VANWASSENHOVE Commission # 1629906 Notary Public - California Santa Clara County My Comm. Expires Jon 11, 2010	to be the person(s) whose name(s) is/action subscribed to the within instrument and acknowledged to me that he/six/e/ker) executed the same in (his/her/tker) authorized capacity(res), and that by his/her/tker signature(s) on the instrument the person(s) of the entity upon behalf of which the person(s) acted, executed the instrument.
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