

10-12-2006



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PATENT

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2006 OCT 10 PM 5:05

FINANCE SECTION

**RECORDATION FORM COVER SHEET
PATENTS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- ☒ New
- ☐ Resubmission (Non-Recordation)
Document ID #
- ☐ Correction of PTO Error
Reel # Frame #
- ☐ Corrective Document
Reel # Frame #

Conveyance Type

- ☒ Assignment ☐ Security Agreement
- ☐ License ☐ Change of Name
- ☐ Merger ☐ Other

Attorney Docket No. YHOO.P0003

Conveying Party (ies)

☒ ☐ Mark if additional names of conveying parties attached

**Execution Date
MMDDYYYY**

Name (1 st party)	Koran, Joshua M.	09/07/2006
Name (2 nd party)	Chung, Christina Yip	09/06/2006
Name (3 rd party)	Gupta, Abhinav	09/12/2006
Name (4 th party)	John, George H.	09/12/2006

Receiving Party

☐ Mark if additional names of receiving parties attached

Name Yahoo! Inc.

Name A Delaware Corporation

Address 701 First Avenue

Address

Address Sunnyvale, CA 94089

City State/Country Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the U.S., an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment)

Domestic Representative

(Complete only if receiving party is not domiciled in the United States)

Name

Address

Address

Address

For Office Use Only

10/11/2006 MJAMA1 00000071 11394343

01 FC:8021

40.00 DP

Mail documents to be recorded with required cover sheet(s) information to:
Mail Stop Assignment Recordation Services Director of the U.S. Patent and Trademark Office, P.O. Box 1450,
Alexandria, VA 22313-1450

PATENT

REEL: 018387 FRAME: 0423

Correspondent Name and Address

Name: John Stattler
Address: Stattler Johansen & Adeli LLP
P.O. Box 51860
Palo Alto, California 94303-0728
Telephone Number: (650) 752-0990, ext. 100
Fax Number: (650) 752-0995

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

21

Application Number(s) or Patent Number(s)

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property.)

☐ Mark if additional numbers attached

Patent Application Number(s)

Patent Number(s)

11/394,343

If this document is being filed together with a new Patent Application, enter the date the patent Application was signed by the first named executing inventor. MMDDYYYY

*

Patent Cooperation Treaty (PCT)

Enter PCT application number(s) only if a U.S. Application Number has not been assigned.

Number of Properties

Enter the total number of properties involved

1

Fee Amount

Fee Amount for Properties Listed (37CFR3.41) \$

40.00

Method of Payment: Credit Card (See CC form) ☒ Enclosed ☐ Deposit Account ☐

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

50 1128


Authorization to charge additional fees: Yes ☒ No ☐

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. Charges to deposit account are authorized, as indicated herein.

John Stattler

Name of Person Signing


Signature

October 3, 2006

Date

RECORDATION FORM COVER SHEET
CONTINUATION
PATENTS ONLY

U.S. Department of Commerce
Patent and Trademark Office
PATENT

Conveying Party (ies)

☐ Mark if additional names of conveying parties attached

Execution Date
MMDDYYYY

Name (1st party) Lin, Long-Ji
Name (2nd party) Yin, Hongfeng
Name (3rd party) Frankel, Richard
Name (4th party) _____

09/06/2006

09/11/2006

09/08/2006

Receiving Party

☐ Mark if additional names of receiving parties attached

Name _____
Name _____
Address _____
Address _____
Address _____

☐ If document to be recorded is
an assignment and the receiving
party is not domiciled in the U.S.,
an appointment of a domestic
representative is attached.
(Designation must be a separate
document from Assignment)

City

State/Country

Zip Code

Domestic Representative

(Complete only if receiving party is not domiciled in the United States)

Name _____
Address _____
Address _____
Address _____

For Office Use Only

PATENT

REEL: 018387 FRAME: 0425

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEM

PATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

JOINT INVENTOR TO CORPORATION ASSIGNMENT

WHEREAS, the undersigned Inventors have invented certain new and useful improvements in:

A BEHAVIORAL TARGETING SYSTEM

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

- ☐ On the date specified in the accompanying Declaration for Patent Application.
- ☒ Said application having Serial Number 11/394,343 and filed on March 29, 2006.

WHEREAS Yahoo! Inc. (hereinafter termed "Assignee"), a corporation of the State of Delaware, having a place of business at 701 First Avenue, Sunnyvale, CA 94089, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by each of said Inventors to have been received in full from said Assignee:

I. Said Inventors do hereby sell, assign, transfer and convey to said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any or all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any

of said patents; and (c) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefore and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their respective heirs, legal representatives, and assigns.

4. Said Inventors hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

(1) 
Joshua M. Koran

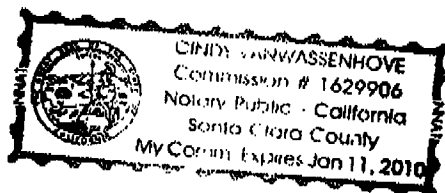
Date: 9/7/06

State of California)
County of San Mateo) SS:

On this 7 day of September, 2006 before me personally appeared said Joshua M. Koran and acknowledged the foregoing instrument to be his free act and deed.

Seal

(Notary Public) Cindy VanWassenhove



In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEM

PATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

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-1-

Attorney Docket No. YHOO.P0003

of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefore and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

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IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.


Christina Yip Chung

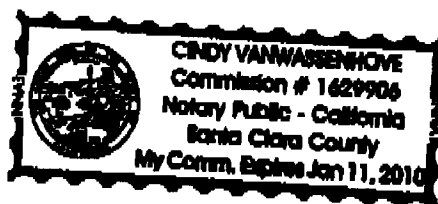
Date: 09/06/06

State of California
County of Santa Clara) SS:

On this 6 day of September, 2006, before me personally appeared said Christina Yip Chung and acknowledged the foregoing instrument to be his free act and deed.

Seal

(Notary Public) Cindy VanWassenhove



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEMPATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

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-|-

Attorney Docket No. Y1100.P0003


of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

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IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.


Abhinav Gupta

Date: 9/12/06

State of CALIFORNIA
County of Santa Clara) SS:

On this 12th day of September, 2006, before me personally appeared said inventor and acknowledged the foregoing instrument to be his free act and deed.

Seal



LILY M. CHEN
COMM. # 1510422
NOTARY PUBLIC - CALIFORNIA
ALAMEDA COUNTY
My Comm. Exp. Aug. 29, 2008


(Notary Public)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEMPATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

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IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

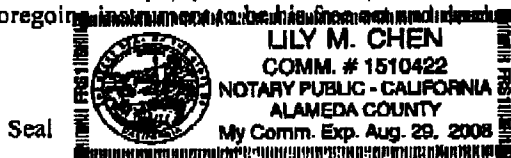
(1) 
George H. John

Date: 9/12/06

State of CA
County of Santa Clara) SS:

Lily M. Chen, Notary Public

On this 12th day of September, 2006, before me personally appeared said inventor and acknowledged the foregoing instrument to be his free and voluntary act.



Lily M. Chen
(Notary Public)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEM

PATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

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IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

Long-Ji Lin
Long-Ji Lin

Date: Sep 6, 2006

State of California

County of Santa Clara) SS:

On this 6th day of September, 2006, before me personally appeared said Long-Ji Lin and acknowledged the foregoing instrument to be his free act and deed.

Seal

(Notary Public) Cindy VanWassenhove



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEM

PATENT APPLICATION

Examiner: <Not yet assigned>

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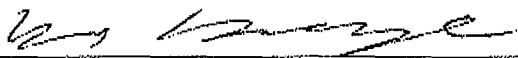
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IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.


Hongfeng Yin

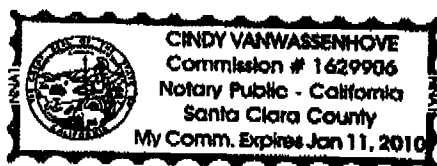
Date: 9/11/2006

State of California
County of Santa Clara) SS:

On this 11th day of September, 2006, before me personally appeared said Hongfeng Yin and acknowledged the foregoing instrument to be his free act and deed.

Seal

(Notary Public) Cindy VanWassenhove



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Joshua M. Koran

Serial No.: 11/394,343

Filing Date: 3/29/2006

For: A BEHAVIORAL TARGETING
SYSTEMPATENT APPLICATION

Examiner: <Not yet assigned>

Group Art Unit: 2161

JOINT INVENTOR TO CORPORATION ASSIGNMENT

WHEREAS, the undersigned Inventors have invented certain new and useful improvements in:

A BEHAVIORAL TARGETING SYSTEM

and have executed a declaration or oath for an application for a United States patent disclosing and identifying the invention:

- ☐ On the date specified in the accompanying Declaration for Patent Application.
- ☒ Said application having Serial Number 11/394,343 and filed on March 29, 2006.

WHEREAS Yahoo! Inc. (hereinafter termed "Assignee"), a corporation of the State of Delaware, having a place of business at 701 First Avenue, Sunnyvale, CA 94089, wishes to acquire the entire right, title and interest in and to said application and the invention disclosed therein, and in and to all embodiments of the invention, heretofore conceived, made or discovered jointly or severally by said Inventors (all collectively hereinafter termed "said invention"), and in and to any and all patents, certificates of invention and other forms of protection thereon (hereinafter termed "patents") applied for or granted in the United States and/or other countries.

NOW THEREFORE, for good and valuable consideration acknowledged by each of said Inventors to have been received in full from said Assignee:

1. Said Inventors do hereby sell, assign, transfer and convey to said Assignee, the entire right, title and interest (a) in and to said application and said invention; (b) in and to all rights to apply in any or all countries of the world for patents, certificates of inventions or other governmental grants on said invention, including the right to apply for patents pursuant to the International Convention for the Protection of Industrial Property or pursuant to any other convention, treaty, agreement or understanding; (c) in and to any and all applications filed and any and all patents, certificates of inventions or other governmental grants granted on said invention in the United States or any other country, including each and every application filed and each and every patent granted on any application which is a division, substitution, or continuation of any of said applications; (d) in and to each and every reissue or extension of any

of said patents; and (e) in and to each and every patent claim resulting from a reexamination certificate for any and all of said patents.

2. Said Inventors hereby jointly and severally covenant and agree to cooperate with said Assignee to enable said Assignee to enjoy to the fullest extent the right, title and interest herein conveyed in the United States and other countries. Such cooperation by said Inventors shall include prompt production of pertinent facts and documents, giving of testimony, executing of petitions, oaths, specifications, declarations or other papers, and other assistance all to the extent deemed necessary or desirable by said Assignee (a) for perfecting in said Assignee the right, title and interest herein conveyed; (b) for complying with any duty of disclosure; (c) for prosecuting any of said applications; (d) for filing and prosecuting substitute, divisional, continuing or additional applications covering said invention; (e) for filing and prosecuting applications for reissue of any of said patents; (f) for interference or other priority proceedings involving said invention; and (g) for legal proceedings involving said invention and any applications therefore and any patents granted thereon, including without limitation opposition proceedings, cancellation proceedings, priority contests, public use proceedings, reexamination proceedings, compulsory licensing proceedings, infringement actions and court actions; provided, however, that the expense incurred by said Inventors in providing such cooperation shall be paid for by said Assignee.

3. The terms and covenants of this Assignment shall inure to the benefit of said Assignee, its successors, assigns and other legal representatives, and shall be binding upon said Inventors, their respective heirs, legal representatives, and assigns.

4. Said Inventors hereby jointly and severally warrant and represent that they have not entered and will not enter into any assignment, contract, or understanding in conflict herewith.

IN WITNESS WHEREOF, the said Inventors have executed this instrument on the date of acknowledgement as given below and delivered this instrument to said Assignee.

Richard Frankel
Richard Frankel

Date: 9/8/2006

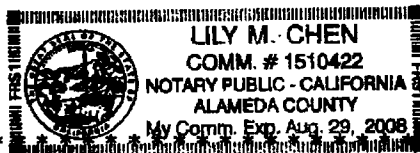
State of CALIFORNIA

County of Santa Clara) SS:

On this 08th day of September, 2006, before me, personally
appeared said inventor and acknowledged the
foregoing instrument to be his free act and deed.

Lily M. Chen (Notary Public)

Seal



Lily M. Chen
(Notary Public)
