

RECORDA



To the Director of the U.S. Patent and Trademark C.

103327303

or the new address(es) below:

10-24-06

1. Name of conveying Party(ies)/Execution Date:

ROBERT J. COLLINS  
PAUL JOSEPH APODACA  
ADAM J. WAND  
CLAUDE JONES III

Additional name(s) of conveying party(ies) attached?

Yes  No

2. Name and Address of receiving Party(ies):

Name: YAHOO! INC.  
Internal Address:  
Street Address: 701 First Avenue  
City: Sunnyvale  
State: California  
Country: Zi p: 94089

Additional name(s) and addresses attached?  Yes  No

3. Nature of Conveyance:

Execution Date(s): October 18, 2006

- Assignment
- Change of Name
- Executive Order 9424, Confirmatory License
- Security Agreement
- Merger
- Joint Research Agreement
- Government Interest Assignment
- Other

4. Application or patent number(s).

This document is being filed together with a new application

A. Patent Application No.(s)

11/413,699

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, IL 60610  
(312) 321-4200  
(312) 321-4299 Fax

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- Authorized to be charged by credit card.
- Authorized to be charged to Deposit Account No. 23-1925.
- Enclosed
- None required (government interest not affecting title)

8. Payment Information:

- a.  Credit Card: Last 4 Numbers  
Expiration Date
- b.  Charge fee and/or any Deficiencies to Deposit  
Account Number: 23-1925  
Authorized User Name: Brinks Hofer Gilson & Lione

9. Signature:

Signature

John G. Rauch

Name of Person Signing

October 20, 2006

Date

Total number of pages including cover sheet, attachments, and documents: 7

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2006 OCT 24 PM 2:05  
FINANCE SECTION

10/25/2006 DBYRNE 00000013 11413699

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Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Assignment of **ADVERTISER REPORTING SYSTEM AND METHOD IN A NETWORKED DATABASE SEARCH SYSTEM** by Robert J. Collins, Paul Joseph Apodaca, Adam J. Wand, and Claude Jones III to Yahoo! Inc.  
12729/136 - Y00964US02

### ASSIGNMENT OF PATENT APPLICATION BY INVENTOR

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

#### **ADVERTISER REPORTING SYSTEM AND METHOD IN A NETWORKED DATABASE SEARCH SYSTEM**

- for which I have executed a U.S. patent application on even date herewith.
- which bears U.S. application serial No. 11/413,699, filed April 28, 2006.
- for which I have executed a patent application in the country of \_\_\_\_\_ on even date herewith.
- which I have executed a U.S. provisional application on even date herewith.
- which is a U.S. provisional application which bears U.S. application serial No. \_\_\_\_\_, filed \_\_\_\_\_.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, an undersigned inventor, hereby:

- (a) Sell, assign and transfer to Yahoo! Inc., a Delaware corporation having a place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter "ASSIGNEE"), (1) the entire right, title and interest, and any and all revenues and rights to revenue, for any purpose, associated with commercialization, everywhere in the world, to (A) any and all inventions described in said Application, (B) said Application, (C) any patent that may be granted thereof, (D) any patent applications or patents which may claim priority of (or serve as the basis for a priority claim by) said Application (including but not limited to continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, together with all priority rights and counterpart applications under any existing or future international patent conventions, agreements or treaties), and;(2) the right to sue third parties for patent infringement (including but not limited to damages) accruing based on activities occurring prior to the execution date hereof.
- (b) 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.
- (c) Agree to execute all papers and documents and, entirely at the ASSIGNEE's expense, and to communicate to the ASSIGNEE any facts known to us respecting the improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue

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applications, make all rightful oaths and generally 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.

(d) Warrant and covenant that no other assignment, license, contract, understanding, interest or other grant to any third party with respect to any of the foregoing has been made, or shall in the future be made, by or on behalf of INVENTOR.

(e) Covenant not to challenge the validity or enforceability of any of the patent applications or patents assigned to ASSIGNEE hereunder.

(f) 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.

(g) Authorize and request my attorney/agent to insert above the application number in order to assist with recordal of this assignment or any other information necessary to perfect this assignment.

IN TESTIMONY WHEREOF, I Robert J. Collins have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

10/19/2006  
Date

Carlsbad, California  
Inventor's City, State of residence

**Witnessed by:**

(1) [Signature]  
Signature of Witness

10/18/2006  
Date

Robert B. Woods  
Print Witness Name

Carlsbad, CA.  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

10/18/2006  
Date

Rainer Lichtenfeld  
Print Witness Name

San Marcos, CA  
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Paul Joseph Apodaca have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

10/18/06  
Date

Carlsbad, California  
Inventor's City, State of residence

Witnessed by:

(1) [Signature]  
Signature of Witness

10/18/2006  
Date

Robert B. Woods  
Print Witness Name

Carlsbad, CA  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

10/18/2006  
Date

Raine Lichtenfeld  
Print Witness Name

San Marcos, CA  
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Adam J. Wand have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

10/18/06  
Date

Carlsbad, California  
Inventor's City, State of residence

Witnessed by:

(1) [Signature]  
Signature of Witness

10/16/2006  
Date

Robert B. Woods  
Print Witness Name

Carlsbad, CA.  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

10/18/2006  
Date

Rainer Lichtenfeld  
Print Witness Name

San Marcos, CA  
Witness' City, State of residence

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IN TESTIMONY WHEREOF, I Claude Jones III have executed this document on the date indicated below.

[Signature]  
Signature of Inventor

10/18/06  
Date

San Marcos, California  
Inventor's City, State of residence

Witnessed by:

(1) [Signature]  
Signature of Witness

10/18/2006  
Date

Robert F. Woods  
Print Witness Name

Carlsbad, CA  
Witness' City, State of residence

(2) [Signature]  
Signature of Witness

10/18/2006  
Date

Rainer Lichtenfeld  
Print Witness Name

San Marcos, CA  
Witness' City, State of residence