

11-14-2006

Form PTO-1595 (Rev. 08/05)  
OMB No. 0651-0027 (exp. 6/30/2008)U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office103335947  
PATENTS ONLY113261 U.S. PTO  
11/593869

110606

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

## 1. Name of conveying party(ies):

Mor NAAMAN (11/1/2006) and Marc E. DAVIS  
(11/6/2006)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: United States of America Zip: 94089

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 3. Nature of conveyance/Execution Date(s):

Execution Date(s): in parentheses after inventor name

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

## 4. Application or patent number(s):

☒ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Christopher B. Eide  
MORRISON & FOERSTER LLP

Internal Address: Atty. Dkt.: 324212013100

Street Address: 755 Page Mill Road

City: Palo Alto

State: CA Zip: 94304-1018

Phone Number: (650) 813-5720

Fax Number: (650) 494-0792

Email Address: CEide@mofo.com

## 6. Total number of applications and patents involved:

1

## 7. Total fee (37 CFR 1.21(h) &amp; 3.41) \$ 40.00

- ☐ Authorized to be charged by credit card
- ☒ Authorized to be charged to deposit account
- ☐ Enclosed
- ☐ None required (government interest not affecting title)

## 8. Payment Information

a. Credit Card Last 4 Numbers  
Expiration Dateb. Deposit Account Number 03-1952  
Authorized User Name Christopher B. Eide

## 9. Signature:

Signature

November 6, 2006

Date

Christopher B. Eide - 48,375

Name of Person Signing

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

7

Client Ref. No.: Y01528US00

11/13/2006 MJAM01 00000057 031952 11593869

01 FC:8021 40.00 DA

pa-1108449

PATENT  
REEL: 018570 FRAME: 0534

Assignment of CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT  
By Mor NAAMAN, and Marc E. DAVIS to Yahoo! Inc.  
Firm Reference Number 324212013100/ Y number Y01528US00

**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:

**CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT**

☒ for which I have executed a U.S. patent application on even date herewith.

☐ which bears U.S. application serial No. \_\_\_\_\_, filed \_\_\_\_\_.

☐ 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

## Assignment of CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT

By Mor NAAMAN, and Marc E. DAVIS to Yahoo! Inc.

Firm Reference Number 324212013100/ Y number Y01528US00

reissue 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 Mor NAAMAN have executed this document on the date indicated below.

Mor Naaman  
Signature of Inventor

11/1/06  
Date

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

## Witnessed by:

(1) Jeannie Yang  
Signature of Witness  
JEANNIE YANG  
Print Witness Name

11/1/06  
Date  
Berkeley, CA  
Witness' City, State of residence

(2) Malcolm Slaney  
Signature of Witness  
Malcolm Slaney  
Print Witness Name

11/1/06  
Date  
Rio Alto, CA  
Witness' City, State of residence

**Witness' City, State of residence**

Assignment of CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT  
By Mor NAAMAN, and Marc E. DAVIS to Yahoo! Inc.  
Firm Reference Number 324212013100/ Y number Y01528US00

**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:

**CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT**

☒ for which I have executed a U.S. patent application on even date herewith.

☐ which bears U.S. application serial No. \_\_\_\_\_, filed \_\_\_\_\_.

☐ 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

Assignment of CONTEXT SERVER FOR ASSOCIATING INFORMATION BASED ON CONTEXT  
By Mor NAAMAN, and Marc E. DAVIS to Yahoo! Inc.  
Firm Reference Number 324212013100/ Y number Y01528US00

reissue 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 Mor NAAMAN have executed this document on the date indicated below.

\_\_\_\_\_  
Signature of Inventor

\_\_\_\_\_  
Date

San Francisco, California

\_\_\_\_\_  
Inventor's City, State of residence

**Witnessed by:**

(1)

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Witness Name

\_\_\_\_\_  
Witness' City, State of residence

(2)

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Witness Name

\_\_\_\_\_  
Witness' City, State of residence

Assignment of CONTEXT SERVER FOR ASSOCIATING INFORMATION  
WITH A MEDIA OBJECT BASED ON CONTEXT

By Mor NAAMAN, and Marc E. DAVIS to Yahoo! Inc.

Firm Reference Number 324212016200/ Y number Y01528US01

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

IN TESTIMONY WHEREOF, I Marc E. DAVIS have executed this document on the date indicated below.

Signature of Inventor

Date

San Francisco, California

Inventor's City, State of residence

## Witnessed by:

(1)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence

(2)

Signature of Witness

Date

Print Witness Name

Witness' City, State of residence